

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	29.3	25,610
2	BILL COSBY SHOW	29.0	25,350
3	CHEERS	27.2	23,770
4	NOTHING IN COMMON	19.5	17,040
5	GOLDEN GIRLS	19.4	16,960
6	MOONLIGHTING	19.2	16,780
7	CBS SUNDAY MOVIE	18.9	16,520
8	GROWING PAINS#	18.8	16,430
9	DALLAS	18.6	16,260
9	NBC MONDAY NIGHT MOVIES	18.6	16,260
11	MURDER, SHE WROTE	17.8	15,560
12	CBS TUESDAY MOVIE	17.7	15,470
13	GROWING PAINS SPEC.(S)	17.4	15,210
14	DYNASTY	17.2	15,030
15	WHO'S THE BOSS?#	17.0	14,860
16	FALCON CREST	16.9	14,770

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	21.7	49,370
2	BILL COSBY SHOW	21.0	47,580
3	CHEERS	18.3	41,570
4	GROWING PAINS#	14.3	32,360
5	MOONLIGHTING	13.7	31,020
6	GROWING PAINS SPEC.(S)	13.1	29,700
7	NBC MONDAY NIGHT MOVIES	12.4	28,130
8	GOLDEN GIRLS	12.4	28,070
9	ALF	12.3	27,950
10	NOTHING IN COMMON	12.3	27,850
11	WHO'S THE BOSS?#	12.2	27,710
12	VALERIE	12.1	27,370
13	SLEDGE HAMMER SPEC.(S)	11.8	26,850
14	CBS SUNDAY MOVIE	11.8	26,810
15	SUPERSTARS AND THEIR MOMS(S)	11.2	25,400
16	NBC SUNDAY NIGHT MOVIE	11.2	25,370
17	DALLAS	11.1	25,240
18	DISNEY SUNDAY MOVIE	10.7	24,220

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	25.8	23,420
2	BILL COSBY SHOW	25.0	22,700
3	CHEERS	22.2	20,150
4	GOLDEN GIRLS	17.0	15,440
5	DALLAS	16.6	15,090
6	CBS SUNDAY MOVIE	16.1	14,610
7	KNOTS LANDING	15.8	14,360
8	SUPERSTARS AND THEIR MOMS(S)	15.6	14,130
9	NOTHING IN COMMON	15.5	14,080
10	DYNASTY	15.5	14,050
11	MOONLIGHTING	15.4	13,980
12	MURDER, SHE WROTE	15.4	13,960
13	FALCON CREST	15.3	13,900
14	CAGNEY & LACEY#	14.8	13,480
15	CBS TUESDAY MOVIE	14.6	13,270
16	GROWING PAINS#	14.3	13,000

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	16.8	13,790
2	CHEERS	16.4	13,430
3	BILL COSBY SHOW	15.5	12,710
4	MOONLIGHTING	12.8	10,510
5	NBC MONDAY NIGHT MOVIES	12.6	10,290
6	CBS SUNDAY MOVIE	12.5	10,250
7	NBC SUNDAY NIGHT MOVIE	12.2	10,000
8	60 MINUTES	11.8	9,710
9	NOTHING IN COMMON	11.7	9,630
10	GROWING PAINS#	11.6	9,520
11	HOUSTON KNIGHTS#	10.2	8,350
12	VALERIE	10.1	8,300
13	SUPERSTARS AND THEIR MOMS(S)	10.0	8,220
14	MURDER, SHE WROTE	10.0	8,200
15	ALF	9.8	8,010
16	SLEDGE HAMMER SPEC.(S)	9.7	7,990
17	MATLOCK	9.7	7,940

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	27.1	15,560
2	BILL COSBY SHOW	25.3	14,500
3	CHEERS	24.1	13,840
4	MOONLIGHTING	18.1	10,390
5	SUPERSTARS AND THEIR MOMS(S)	17.7	10,140
6	NOTHING IN COMMON	16.9	9,720
7	KNOTS LANDING	16.1	9,220
8	GROWING PAINS#	15.8	9,080
9	DYNASTY	14.8	8,510
9	GROWING PAINS SPEC.(S)	14.8	8,510
11	SLEDGE HAMMER SPEC.(S)	14.1	8,090
12	WHO'S THE BOSS?#	13.9	7,970
13	NBC MONDAY NIGHT MOVIES	13.7	7,850
14	NBC SUNDAY NIGHT MOVIE	13.7	7,840
15	CBS SUNDAY MOVIE	13.3	7,650
16	GOLDEN GIRLS	13.2	7,590
17	DALLAS	13.1	7,500
18	VALERIE	13.0	7,460

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GOLDEN GIRLS	25.5	7,120
2	MURDER, SHE WROTE	25.2	7,040
3	BILL COSBY SHOW	25.1	6,990
4	DALLAS	24.4	6,800
5	MATLOCK	23.4	6,520
6	FAMILY TIES	22.9	6,390
7	CBS TUESDAY MOVIE	21.7	6,060
8	CBS SUNDAY MOVIE	21.7	6,050
9	FALCON CREST	21.7	6,040
10	60 MINUTES	20.9	5,830
11	CAGNEY & LACEY#	20.0	5,580
12	RINGLING BROTHERS CIRCUS(S)	18.6	5,200
13	ME & MRS. C	18.0	5,010
14	CHEERS	17.4	4,850
15	DYNASTY	17.3	4,830
16	HIGHWAY TO HEAVEN	17.2	4,810

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CHEERS	18.0	10,060
2	FAMILY TIES	17.2	9,610
3	MOONLIGHTING	15.3	8,560
4	BILL COSBY SHOW	14.3	7,970
5	NOTHING IN COMMON	13.0	7,250
6	NBC MONDAY NIGHT MOVIES	12.8	7,120
7	SLEDGE HAMMER SPEC.(S)	12.4	6,930
8	GROWING PAINS SPEC.(S)	12.2	6,790
9	GROWING PAINS#	12.0	6,680
10	VALERIE	11.7	6,550
11	SUPERSTARS AND THEIR MOMS(S)	11.6	6,470
12	ALF	11.0	6,130
13	MAX HEADROOM	10.9	6,110
14	NBC SUNDAY NIGHT MOVIE	10.3	5,750
15	L.A. LAW	9.6	5,340
16	HOUSTON KNIGHTS#	9.5	5,310
17	CBS SUNDAY MOVIE	9.5	5,280
18	NIGHT COURT	9.4	5,240

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	21.4	4,490
2	MURDER, SHE WROTE	20.3	4,270
3	CBS SUNDAY MOVIE	19.9	4,180
4	BILL COSBY SHOW	19.6	4,120
5	MATLOCK	18.2	3,830
6	DALLAS	17.5	3,670
7	FAMILY TIES	16.6	3,490
8	FALCON CREST	16.4	3,440
9	CBS TUESDAY MOVIE	16.1	3,390
10	RINGLING BROTHERS CIRCUS(S)	15.9	3,330
11	CAGNEY & LACEY#	15.5	3,250
12	EQUALIZER#	15.4	3,240
13	GOLDEN GIRLS	15.2	3,200
14	NBC SUNDAY NIGHT MOVIE	15.0	3,150
15	MACGYVER	14.8	3,110
16	KENTUCKY DERBY(S)	14.6	3,060
17	CHEERS	13.8	2,900

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
*EVENING																																	
ABC BUSINESS BRIEF-MON										7	181		A 11.0 18 961	1645	693 341	772 237^ 499 462 406 229^	648 229^ 342 307 274^255^	69^ 25^	156^ 85^														
1	MON.	8.58P	1	ABC	N		87	B	12.4 18 1084		1788	723 335	803 268 486 456 383 276	663 209 363 345 327 247	122 56	200 130																	
ABC BUSINESS BRIEF-WED										26	182 180		A 13.7 23 1197	1606	638 249	714 212 395 378 305 295	439 172 286 231 169 142	189 102^	264 179														
	WED.	8.58P	1	ABC	N		88 86	B	13.7 21 1197		1820	722 323	797 300 508 466 357 238	546 227 380 325 235 141	194 97	283 203																	
ABC BUSINESS BRIEF-FRI										25	183 177		A 8.9 17 778	1681	757 278	893 195 474 489 437 382	403 82^ 178^185 207 203	111^ 61^	274 189														
1	FRI.	8.42P	1	ABC	N		86 84	B	11.2 19 979		1879	709 288	823 246 457 441 374 314	475 154 276 269 216 163	153 85	428 283																	
2	FRI.	8.41P	2																														
ABC FRIDAY NIGHT MOVIE										7	204 200		A 7.4 13 647	1473	616 278	666 131^ 362 401 408 231	622 142^ 338 374 374 212^	75^ 49^	110^ 72^														
	FRI.	9.00P	120	ABC	FF		98 98	B	8.7 15 760		1643	663 294	778 270 487 454 384 222	570 169 338 355 297 176	128 56	167 113																	
	9.00 - 9.30							A	7.2 13 629		1528	653 280	702 116^ 390 431 437 243	637 164^ 359 364 362 215^	79^ 46^	110^ 70^																	
	9.30 - 10.00							A	7.3 12 638		1558	645 284	706 136^ 391 424 427 246	628 150^ 346 369 381 215^	86^ 50^	138^ 84^																	
	10.00 - 10.30							A	7.7 13 673		1391	601 285	647 135^ 349 395 403 219	575 120^ 298 352 348 202^	64^ 41^	105^ 69^																	
	10.30 - 11.00							A	7.7 14 673		1370	554 246	598 131^ 309 344 362 217	617 128^ 332 388 385 207^	75^ 61^	80^ 60^																	
ABC MONDAY NIGHT MOVIE										15	206 212		A 10.7 17 935	1737	778 339	912 307 537 481 447 308	637 212 370 337 302 231	84^ 44^	104^ 83^														
	MON.	9.00P	120	ABC	FF		97 99	B	13.6 21 1189		1591	749 319	844 273 502 482 412 284	568 187 351 360 287 167	94 43	85 54																	
	9.00 - 9.30							A	10.5 17 918		1809	746 289	841 229 450 442 440 309	625 185 351 328 317 228	116^ 46^	227 184																	
	9.30 - 10.00							A	10.6 17 926		1766	800 367	939 330 567 504 459 294	630 206 358 341 295 226	86^ 50^	111^ 91^																	
	10.00 - 10.30							A	10.6 17 926		1661	784 355	935 345 564 480 427 312	618 207 359 312 284 231	59^ 39^	49^ 36^																	
	10.30 - 11.00							A	11.2 19 979		1694	780 336	923 320 560 494 452 312	664 237 402 361 309 233	75^ 38^	32^ 25^																	
ABC NEWSBRIEF-MON										28	181 179		A 8.4 13 734	1862	883 352	1030 380 663 539 499 301	631 188^ 335 330 313 234	84^ 41^	117^ 98^														
1	MON.	9.53P	1	ABC	N		87 88	B	11.9 18 1040		1660	710 312	797 254 470 455 382 274	616 191 372 379 315 196	120 57	127 84																	
2	MON.	9.49P	1																														
ABC NEWSBRIEF-TUE										28	182 178		A 12.5 19 1093	1722	686 356	780 393 585 512 315 158	575 303 462 379 226 82^	214 128^	153 82^														
	TUE.	9.58P	1	ABC	N		87 86	B	15.0 23 1311		1749	765 386	850 373 618 553 383 185	578 270 432 383 243 109	182 91	139 94																	
ABC NEWSBRIEF-WED										28	179 181		A 11.8 19 1031	1472	795 335	891 259 549 539 441 296	459 151 291 275 218 147	37^ 31^	85^ 42^														
1	WED.	9.58P	1	ABC	N		88 89	B	13.0 20 1136		1582	809 358	901 307 528 508 405 308	473 164 280 271 211 163	101 53	107 68																	
2	WED.	9.57P	2																														
ABC NEWSBRIEF-THU										27	177 178		A 7.4 12 647	1315	695 269	695 245 397 407 356 244	447 134^ 217^210^ 180^197^	118^ 83^	55^ 55^														
	THU.	9.58P	1	ABC	N		87 88	B	9.7 15 848		1583	774 312	902 269 462 446 407 366	501 154 262 261 225 192	108 53	72 49																	
ABC NEWSBRIEF-FRI										27	172 169		A 6.1 10 533	1591	627 291	701 138^ 388 430 427 233^	672 137^ 353 393 433 234^	98^ 58^	120^ 76^														
	FRI.	9.57P	1	ABC	N		88 86	B	7.6 12 664		1790	695 348	789 241 469 464 423 250	580 186 376 371 295 168	180 92	241 177																	
ABC NEWSBRIEF-SAT.										28	192 192		A 7.8 15 682	1809	764 304	862 240 551 510 458 271	622 128^ 392 385 386 199^	83^ 48^	242 155^														
	SAT.	8.58P	1	ABC	N		93 94	B	8.2 14 717		1893	689 308	789 282 496 449 369 246	634 229 412 390 314 188	147 69	323 236																	
ABC NEWSBRIEF-SUN.										27	194 191		A 13.1 20 1145	2027	708 384	886 326 565 506 424 240	486 202 346 316 233 95^	175 98^	480 279														
1	SUN.	8.51P	2	ABC	N		94 93	B	13.6 21 1189		1830	697 333	804 297 520 490 388 226	681 263 479 450 328 154	150 68	195 129																	
2	SUN.	9.52P	2																														
ABC SPORTS UPDATE-SAT										27	191 193		A 9.0 17 787	1557	691 325	776 225 371 363 365 332	508 67^ 274 289 310 206	104^ 50^	169^ 112^														
	SAT.	9.58P	1	ABC	SN		94 93	B	8.5 14 743		1764	656 308	747 233 443 425 369 253	605 187 381 367 310 191	148 76	264 186																	
ABC SPORTS UPDATE-SUN										28	199 198		A 10.2 17 891	2249	825 339	936 367 652 528 398 239	641 259 455 409 279 146^	193 86^	479 276														
1	SUN.	9.58P	1	ABC	SN		94 94	B	11.4 17 996		2166	744 345	830 327 550 519 384 215	660 264 472 449 306 153	206 89	470 307																	
2	SUN.	8.57P	2																														
ABC SUNDAY NIGHT MOVIE										24	213		A 12.7 21 1110	1801	854 417	963 279 551 526 535 297	578 189^ 390 324 311 150^	178^125^	82^ 79^														
2	SUN.	9.00P	120	ABC	FF		99	B	14.8 23 1294		1769	700 326	790 297 514 481 380 217	695 267 490 460 345 157	150 61	134 88																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
										TOTAL 18- 34 18- 49 25- 54 35- 64 55+																							
EVENING CONT'D																																	
ABC SUNDAY NIGHT M-CONT'D																																	
9.00 - 9.30															A 11.7 20 1023	1945 907 400	990 272 560 582 580 284	625 203^ 434 360 332 158^	185^133^	145^ 130^													
9.30 - 10.00															A 12.9 21 1127	1862 858 404	955 255 536 519 553 309	618 217^ 432 341 328 147^	191^129^	98^ 98^													
10.00 - 10.30															A 13.3 22 1162	1718 804 425	942 277 548 500 514 292	552 170^ 364 309 306 150^	170^117^	54^ 54^													
10.30 - 11.00															A 13.0 22 1136	1671 845 434	957 311 553 502 493 295	522 164^ 336 290 283 146^	161^116^	31^ 31^													
ABC WORLD NEWS TONIGHT 138 211 211															A 9.0 19 787	1429 721 250	791 192 335 317 351 392	528 94 246 253 290 250	50^ 33^	60^ 41^													
M-F 6.30P 30 ABC N 99 99															B 10.5 19 918	1454 671 245	736 148 298 330 348 365	602 122 274 298 314 277	50 28	66 39													
ABC WRLD NEWS TONIGHT-SAT 20 181 184															A 6.2 15 542	1415 771 319	803 162^ 291 332 395 437	560 66^ 180^216^ 305 344	LT LT	52^ 14^													
SAT. 6.30P 30 ABC N 94 95															B 7.8 16 682	1534 689 230	767 161 299 299 310 417	642 126 271 276 299 328	33 8	92 52													
ABC WRLD NEWS TONIGHT-SUN 25 167 164															A 6.0 14 524	1613 695 320	794 205^ 359 284 344 382	635 109^ 235^271 288 351	10^ LT	174^ 117^													
SUN. 6.30P 30 ABC N 85 84															B 7.3 14 638	1503 661 203	717 137 260 272 293 403	645 152 298 299 287 311	50 26	91 61													
ALABAMA(S) 202															A 9.3 16 813	1599 498 235^	731 186^ 368 356 292^322^	624 313^ 411 413 207^192^	69^ 18^	175^ 63^													
1 TUE. 8.00P 60 CBS PC 96															A 8.4 14 734	1567 533 227^	756 180^ 377^378^ 316^333^	596 281^ 369^371^ 202^209^	59^ 15^	156^ 68^													
8.00 - 8.30															A 10.2 17 891	1620 464 239^	704 187^ 354 339 269^309^	648 344 447 446 207^179^	77^ 22^	191^ 61^													
8.30 - 9.00																																	
ALF 24 204 207															A 16.2 27 1416	1974 677 282	746 286 501 475 331 196	564 264 432 357 251 118	228 76^	436 296													
MON. 8.00P 30 NBC CS 99 99															B 16.6 25 1451	2106 706 303	786 333 529 461 326 211	586 247 436 390 276 118	244 112	490 330													
AMAZING STORIES 7 203 198															A 7.6 14 664	1697 648 261	713 263 470 416 304 226	662 212^ 436 417 311 192^	102^ 70^	220 134^													
FRI. 8.30P 30 NBC GD 99 98															B 11.1 19 970	1877 698 328	807 312 531 471 354 223	635 227 441 381 304 171	173 100	262 159													
BILL COSBY SHOW 28 215 216															A 29.0 50 2535	1877 793 317	896 323 571 515 379 276	501 216 315 273 178 161	182 94	298 197													
THU. 8.00P 30 NBC CS 99 99															B 34.9 53 3050	2035 817 366	920 346 586 519 397 279	582 236 386 344 250 161	196 106	337 221													
BRONX ZOO 5 207 208															A 12.2 22 1066	1528 705 315	793 276 493 492 378 240	531 235 377 278 218 142	91^ 51^	113^ 70^													
WED. 10.00P 60 NBC GD 99 99															B 12.7 23 1110	1505 735 303	816 285 510 485 388 242	501 189 328 280 224 148	100 47	88 54													
10.00 - 10.30															A 12.3 21 1075	1543 701 315	787 281 491 483 369 239	542 243 391 284 219 140	105^ 59^	109^ 69^													
10.30 - 11.00															A 12.1 22 1058	1502 706 314	793 271 494 499 382 236	520 227 362 270 215 146	77^ 43^	112^ 69^													
BUGS BUNNY MOTHER'S DAY(S) 207															A 11.2 22 979	2023 643 258^	716 322 477 461 273^202^	486 172^ 328 331 243^128^	150^ 47^	671 398													
2 FRI. 8.30P 30 CBS EA 99																																	
CAGNEY & LACEY 21 208															A 16.5 27 1442	1485 851 276	935 200 476 487 514 387	470 111^ 212 208 227 225	40^ 38^	40^ 28^													
2 MON. 10.00P 60 CBS OP 99															B 15.1 25 1320	1411 755 320	845 236 452 448 412 328	463 137 265 258 239 173	56 30	47 26													
10.00 - 10.30															A 16.3 26 1425	1504 858 282	949 219 493 498 509 387	466 119^ 215 212 223 219	44^ 40^	45^ 33^													
10.30 - 11.00															A 16.6 28 1451	1469 847 272	924 182^ 462 479 520 388	476 104^ 208 205 232 232	36^ 36^	33^ 23^													
CBS EVENING NEWS-RATHER 145 209 209															A 9.7 21 848	1501 668 192	738 120 267 269 327 423	626 146 293 270 295 300	79^ 31^	58^ 22^													
M-F 6.30P 30 CBS N 99 99															B 11.9 22 1640	1495 687 216	758 131 279 290 343 428	610 139 287 270 297 286	62 26	65 37													
CBS EVENING NEWS-SUNDAY 16 174															A 5.3 11 463	1566 775 279^	859 231^ 402^387^ 350^421^	649 209^ 368^328^ 354^281^	44^ 15^	14^ 14^													
1 SUN. 6.00P 30 CBS N 86															B 8.1 15 708	1538 682 201	730 120 243 259 313 437	687 172 303 300 309 346	55 20	66 29													
CBS EVENING NEWS-SUN(B) 108															A 3.8 9 332	774^ 353^ LT	353^ 45^ 45^ 45^ 75^308^	421^123^ 123^123^ 160^298^	LT LT	LT LT													
2 SUN. 6.32P 28 CBS N 49																																	
CBS SAT. NEWS-SCHIEFFER 20 172 172															A 5.2 13 454	1328 628 165^	661 57^ 226^263^ 318 398	589 167^ 298^266^ 271^257^	53^ 39^	25^ 25^													
1 SAT. 6.32P 28 CBS N 90 89															B 7.9 16 690	1435 653 164	700 89 202 246 300 436	627 143 262 265 273 325	40 18	68 37													
2 SAT. 6.30P 30																																	
CBS SATURDAY MOVIE 23 205 205															A 7.9 15 690	1810 756 250	889 232 442 412 436 357	753 194^ 418 415 394 295	89^ 69^	79^ 52^													
SAT. 9.00P 120 CBS FF 99 98															B 11.0 19 961	1688 726 273	806 218 433 442 419 299	645 174 364 371 361 227	108 49	129 91													
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11			
EVENING CONT'D																																					
CBS SATURDAY MOVIE-CONT'D																																					
		9.00 - 9.30						A	7.1	13	621	1870	748 253	817	190^	383	389	402	346	787	198^	434	460	443	301	143^	115^	123^	89^								
		9.30 - 10.00						A	8.4	16	734	1827	781 261	913	261	449	399	413	372	711	210	404	369	349	280	98^	81^	105^	67^								
		10.00 - 10.30						A	8.0	15	699	1763	754 247	913	229	479	443	485	344	751	181^	411	420	397	298	52^	38^	47^	26^								
		10.30 - 11.00						A	8.2	16	717	1738	725 230	876	233	435	400	431	354	754	179^	415	409	388	302	70^	49^	38^	22^								
CBS SUNDAY MOVIE																																					
	SUN.	9.00P	120	CBS	FF	99	99	A	18.9	30	1652	1623	797 292	885	234	463	451	457	367	620	170	320	323	297	253	70^	54^	48^	29^								
		9.00 - 9.30						B	18.9	30	1652	1555	795 314	885	227	440	451	432	370	537	129	272	280	275	226	67	38	66	43								
		9.30 - 10.00						A	18.4	29	1608	1596	804 277	880	216	437	433	461	380	582	158	287	300	277	246	69^	53^	65^	43^								
		10.00 - 10.30						A	18.9	29	1652	1591	789 296	861	217	441	442	445	368	605	172	315	320	282	240	78^	64^	47^	30^								
		10.30 - 11.00						A	19.2	31	1678	1657	811 306	915	257	497	474	472	365	641	177	338	339	310	257	65^	47^	36^	21^								
								A	19.0	31	1661	1648	789 283	885	249	476	452	455	356	654	175	338	336	321	268	63^	50^	46^	23^								
CBS TUESDAY MOVIE																																					
	TUE.	9.00P	120	CBS	FF	95	99	A	17.7	28	1547	1415	790 273	858	190	406	423	429	392	448	94	194	198	235	218	64^	30^	45^	24^								
		9.00 - 9.30						B	14.9	24	1302	1519	770 279	856	218	435	427	423	362	518	140	272	271	260	209	77	35	68	45								
		9.30 - 10.00						A	15.2	24	1328	1438	760 247	840	204	391	406	397	393	438	93^	185	193	233	225	71^	29^	89^	48^								
		10.00 - 10.30						A	17.1	26	1495	1431	794 254	867	187	402	422	430	406	445	86^	196	200	240	221	64^	32^	55^	28^								
		10.30 - 11.00						A	19.0	31	1661	1396	810 293	870	184	413	438	447	393	443	88	186	198	233	214	63^	30^	20^	12^								
								A	19.5	34	1704	1400	787 292	851	182	411	422	437	379	466	110	206	201	234	216	61^	30^	22^	14^								
CHEERS																																					
	THU.	9.00P	30	NBC	CS	99	99	A	27.2	44	2377	1749	752 354	848	343	582	558	371	204	565	271	423	388	217	123	195	95	141	78								
								B	27.7	42	2421	1815	768 368	856	354	582	523	372	219	630	285	466	415	274	133	161	86	168	112								
DALLAS																																					
						25	208	209	A	18.6	32	1626	1552	850 312	929	229	461	472	445	418	466	116	211	210	213	227	54^	28^	103	69^							
FRI.																																					
		9.00 - 9.30						B	21.1	34	1844	1593	854 333	942	253	476	462	426	408	486	139	247	247	226	205	60	37	105	66								
		9.30 - 10.00						A	17.9	31	1564	1566	836 306	914	227	448	456	432	419	468	119	213	207	210	230	59^	32^	125	79^								
								A	19.3	33	1687	1534	858 315	938	228	472	485	457	417	460	113	209	210	215	221	52^	27^	84^	61^								
DESIGNING WOMEN																																					
	MON.	9.30P	30	CBS	CS	99	99	A	14.3	23	1250	1566	777 245	891	252	498	473	415	351	489	179	321	301	230	149	99^	57^	87^	42^								
								B	16.1	25	1407	1560	759 300	842	276	493	475	392	294	507	192	322	294	226	156	105	55	106	71								
DISNEY SUNDAY MOVIE																																					
	1 SUN.	7.00P	180	ABC	FF	99	99	A	12.3	21	1075	2253	710 333	829	356	590	515	343	194	568	225	403	412	278	106^	183	86^	673	373								
	2 SUN.	7.00P	120					B	12.8	20	1119	2272	708 327	804	341	556	514	352	193	643	270	470	440	295	137	226	103	599	386								
		7.00 - 7.30						A	9.2	18	804	2183	700 289	746	290	528	493	334	179	622	201	395	446	334	150^	169^	75^	646	362								
		7.30 - 8.00						A	10.8	20	944	2326	693 325	733	275	533	518	356	154	647	228	451	498	351	123^	214	105^	732	402								
		8.00 - 8.30						A	12.2	21	1066	2338	729 336	844	355	582	524	348	208	572	252	430	421	257	93^	195	85^	727	413								
		8.30 - 9.00						A	12.7	21	1110	2267	710 315	836	351	587	503	342	211	562	256	412	397	231	100^	201	78^	668	374								
		9.00 - 9.30						A	17.2	25	1503	2158	692 367	883	434	634	507	313	201	462	198	330	319	218	87^	147^	89^	666	358								
		9.30 - 10.00						A	16.5	24	1442	2118	734 379	930	456	685	540	339	199	491	190^	358	347	261	85^	149^	89^	548	294								
DYNASTY																																					
	WED.	9.00P	60	ABC	GD	99	99	A	17.2	28	1503	1474	853 348	936	292	566	536	439	323	407	115	234	224	200	152	67^	58^	64^	41^								
		9.00 - 9.30						B	17.2	27	1503	1572	834 359	940	321	560	519	415	319	437	159	266	245	192	146	101	54	94	62								
		9.30 - 10.00						A	16.5	27	1442	1460	858 343	925	281	548	522	433	330	395	102	217	211	200	155	79^	73^	61^	39^								
								A	17.9	29	1564	1478	849 351	946	304	585	552	442	314	413	125	245	235	198	149	54^	42^	65^	41^								
EASY STREET																																					
	WED.	9.30P	30	NBC	CS	99	99	A	13.0	21	1136	1703	697 322	817	322	499	469	332	258	580	284	427	342	215	131	146	55^	160	105^								

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
FACTS OF LIFE SAT.						26	202	207		A 11.2	24	979	1567	720	312	826	223	372	373	332	396	381	109^	202	202	195	148	140^	74^	220	131^		
										B 15.9	28	1390	1842	769	334	907	286	477	424	361	378	470	162	262	235	196	179	167	107	298	206		
FALCON CREST FRI.						25	208	209		A 16.9	30	1477	1498	844	331	941	205	472	477	495	409	452	102	196	187	205	232	44^	38^	61^	44^		
10.00 - 10.30						60	CBS	GD		B 17.4	30	1521	1510	838	317	931	229	447	429	425	428	446	125	217	217	191	200	60	34	73	52		
10.30 - 11.00										A 16.9	29	1477	1517	845	328	944	205	474	482	493	410	462	109	200	198	209	230	46^	38^	65^	45^		
										A 16.9	30	1477	1474	839	332	935	205	471	471	495	405	442	96^	188	177	197	234	43^	37^	54^	42^		
FAMILY TIES THU.						26	214	215		A 29.3	48	2561	1928	805	360	914	357	607	555	385	251	538	264	376	314	187	135	193	97	283	185		
										B 33.5	50	2928	1990	804	377	911	370	613	540	390	244	573	257	412	361	244	127	202	112	304	199		
FAST COPY(S) 1 TUE.						207				A 8.7	15	760	1399	814	320^	865	270^	479	431	412	333^	455	172^	268^	263^	136^	182^	17^	17^	62^	41^		
10.00 - 10.30										A 9.0	15	787	1440	839	370	891	291^	492	433	410	350^	474	197^	284^	272^	140^	180^	18^	18^	57^	46^		
10.30 - 11.00										A 8.3	14	725	1356	789	267^	839	248^	466	430	415	316^	437	147^	252^	252^	130^	185^	17^	17^	63^	33^		
GARFIELD GOES HOLLYWOOD(S) 2 FRI.						207				A 9.4	20	822	2153	664	236^	764	347	525	476	299^	204^	572	247^	407	403	241^	137^	225^	22^	592	361		
GIMME A BREAK TUE.						4	198	196		A 10.5	16	918	1562	719	237	804	240	389	334	330	386	428	147^	238	175	169	181	121^	54^	209	124^		
										B 11.7	18	1023	1665	755	264	853	240	413	371	388	400	438	137	239	207	203	179	166	75	208	114		
GOLDEN GIRLS SAT.						27	212	211		A 19.4	36	1696	1655	799	316	910	248																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																												
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
							WK 1	WK 2		AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+														
EVENING CONT'D																																						
NOTHING IN COMMON							5	204	204	A	19.5	31	1704	1634	734	347	827	335	570	539	377	197	565	263	425	377	237	121	159	71^	83	49^						
THU.										B	19.5	31	1704	1645	749	339	822	321	548	520	360	222	571	266	414	364	234	127	146	73	106	65						
OHARA							15	202	205	A	9.2	17	804	1571	714	307	772	198	369	374	394	321	537	93^	321	327	330	199	116^	60^	146^	114^						
SAT.										B	10.7	18	935	1806	668	322	752	233	456	428	391	246	687	215	445	421	363	203	135	56	232	178						
9.00 - 9.30										A	8.4	16	734	1620	749	297	797	192^	369	402	420	323	546	107^	334	338	327	198	106^	56^	171^	131^						
9.30 - 10.00										A	10.0	19	874	1523	682	311	751	204	367	347	370	322	527	81^	309	317	329	199	122^	63^	123^	97^						
OUR HOUSE							25	204		A	10.1	18	883	1595	734	367	892	262^	518	466	373	319	462	204^	292^	227^	191^	135^	69v	69v	172^	137^						
1 SUN.										B	12.8	20	1119	1967	796	347	910	277	523	476	407	330	594	203^	382	334	291	177	182	105	281	184						
7.00 - 7.30										A	9.4	17	822	1597	744	385	899	257^	535	482	396	307^	458	201^	288^	228^	190^	132^	66v	66v	174^	132^						
7.30 - 8.00										A	10.9	18	953	1568	713	343	872	262^	499	443	348	325	456	205^	292	220^	188^	133^	71v	71v	169^	137^						
OUR WORLD							24	205	205	A	5.6	9	489	1605	647	256^	705	222^	344	323	345	281^	634	111^	284^	364	393	241^	143^	58v	123^	48v						
THU.										B	6.5	10	568	1549	641	244	720	195	330	369	350	308	617	180	346	372	328	209	95	44	117	74						
8.00 - 8.30										A	5.4	9	472	1680	673	284^	737	250^	380	347	338	284^	652	126^	318	397	410	213^	125^	46v	166^	63v						
8.30 - 9.00										A	5.7	9	498	1550	621	233^	675	195^	310	302	353	280^	629	99^	258^	340	384	271^	166^	69v	80^	31v						
OUTLAWS							13	207	205	A	8.1	17	708	1849	798	213	830	130^	340	370	460	417	705	167^	344	333	386	329	126^	89^	188^	94^						
SAT.										B	11.1	20	970	1777	741	275	809	192	388	407	398	348	711	181	391	384	381	281	87	34	170	101						
8.00 - 8.30										A	7.8	17	682	1793	791	208	824	123^	337	357	459	424	677	147^	330	331	378	319	93^	60^	199^	89^						
8.30 - 9.00										A	8.5	17	743	1867	790	206	820	129^	333	375	456	407	715	179^	349	332	390	331	159^	116^	173^	97^						
PERFECT STRANGERS							27	211	210	A	13.4	24	1171	1652	604	249	681	232	430	431	317	213	413	159	299	273	190	107^	231	114^	327	211						
WED.										B	15.8	25	1381	1926	734	315	821	339	568	506	358	199	548	240	408	364	245	111	220	112	337	231						
RAGS TO RICHES							7	200		A	10.2	20	891	2213	835	317	954	376	701	593	427	208^	445	186^	326	278^	193^	111^	290^	202^	524	433						
2 SUN.										B	13.8	23	1206	2154	784	345	928	349	620	536	411	250	539	218	377	315	252	127	274	156	413	308						
7.00 - 7.30										A	8.2	19	717	1937	759	211^	858	296^	525	470	360^	262^	396	165^	260^	203^	145^	136^	157^	117^	526	416						
7.30 - 8.00										A	8.8	18	769	2169	841	287^	928	353^	631	551	393	234^	439	196^	317^	265^	160^	122^	239^	144^	563	453						
8.00 - 8.30										A	11.3	21	988	2314	870	334	1004	430	800	643	451	176^	456	201^	361	310	199^	95^	357	253^	497	423						
8.30 - 9.00										A	12.5	22	1093	2318	846	390	985	394	776	656	472	181^	468	169^	340	306	246^	102^	351	249^	514	440						
RINGLING BROTHERS CIRCUS(S)							208			A	14.1	27	1232	1650	716	195^	812	189^	339	322	328	420	482	114^	193^	181^	200^	271	33v	LT	323	151^						
1 FRI.										A	12.7	25	1110	1644	709	191^	803	185^	331	307	315	423	470	120^	192^	176^	192^	266	31v	LT	340	162^						
8.00 - 8.30										A	15.4	28	1346	1655	726	195^	821	191^	345	332	339	422	490	108^	194^	186^	207	274	33v	LT	311	143^						
8.30 - 9.00																																						
ROOMIES							5	202	201	A	8.7	18	760	1664	687	282	754	218	435	397	340	293	553	160^	311	314	274	207	100^	60^	257	131^						
FRI.										B	11.2	21	979	1802	707	320	807	281	495	433	349	270	578	184	344	317	284	200	192	109	225	126						
SCARECROW & MRS. KING							1	204		A	9.1	16	795	1585	807	265^	880	175^	344^	347^	360	494	528	152^	264^	215^	162^	251^	86v	46v	91^	57v						
2 THU.										B	9.1	16	795	1585	807	265	880	175	344	347	360	494	528	152	264	215	162	251	86	46	91	57						
8.00 - 8.30										A	8.4	15	734	1582	807	266^	870	167^	340^	343^	358^	486	522	130^	245^	197^	161^	259^	86v	50v	104^	61v						
8.30 - 9.00										A	9.7	16	848	1593	810	266^	894	180^	349	347	363	510	537	172^	282^	236^	163^	244^	83v	42v	79v	52v						
SIMON & SIMON							14	203	207	A	11.8	19	1031	1468	731	246	825	191	359	343	353	418	505	133^	239	223	215	247	77^	25v	61^	57^						
THU.										B	13.4	20	1171	1627	736	265	830	210	408	415	407	356	569	136	291	291	306	236	108	46	120	79						
9.00 - 9.30										A	10.5	17	918	1499	736	240	833	201	358	347	342	428	511	120^	235	224	226	256	79^	26v	76^	68^						
9.30 - 10.00										A	13.1	21	1145	1430	723	248	814	182	354	339	360	409	498	146	242	223	203	238	73^	23v	45^	45^						
60 MINUTES</																																						

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK # DAY START TIME DUR NET TYPE													AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
										WK 1	WK 2							TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																																
WE THE PEOPLE										60	200	200	A	10.7	17	935	1613	730 254	842 204	389 395	379 390			510 144	268 269	258 200	118 47^	143 75				
1 TU&TH 8.58P										1	CBS DO	96 95	B	11.4	17	996	1713	732 285	823 240	427 414	382 333			557 170	324 309	280 202	106 55	227 149				
2 MTUTH 8.58P										1																						
WHO'S THE BOSS?										26	212		A	17.0	30	1486	1865	655 309	773 311	535 470	362 201			526 183^	319 291	269 158^	238 139^	328 216				
2 TUE. 8.00P										30	ABC CS	99	B	22.0	33	1923	1937	749 368	840 360	577 511	356 211			531 228	376 337	237 121	228 121	338 222				
WIZARD										8	200		A	7.0	12	612	1686	658 279^	771 209^	395^391^	324^314^			460 86v	268^304^	295^156^	177^ 46v	278^ 136^				
1 THU. 8.00P										60	CBS A	95	B	8.3	13	725	1729	683 275	760 187	367 379	372 317			567 144	322 304	323 214	122 64	280 200				
8.00 - 8.30													A	6.5	11	568	1609	648 273^	776 188^	377^368^	325^345^			444^ 91v	266^293^	288^151^	138^ 39v	251^ 133^				
8.30 - 9.00													A	7.6	12	664	1718	657 280^	755 225^	406^402^	315^282^			462 77v	264^304^	299^158^	208^ 50v	293^ 135^				
•LATE FRINGE																																
ABC NEWS:NIGHTLINE										120	199	199	A	6.5	18	568	1245	553 168	602 150	292 303	313 262			611 146	310 329	376 242	16v 12v	16v LT				
1 MTHF 11.30P										30	ABC N	98 98	B	5.9	16	516	1205	552 173	597 135	275 288	300 273			566 136	285 285	307 243	28 13	14 LT				
1 TUE. 11.30P										31																						
1 WED. 11.30P										36																						
2 MON. 11.30P										34																						
2 TUE. 11.30P										36																						
2 W & F 11.30P										30																						
2 THU. 11.30P										31																						
11.30 - 12.00													A	6.6	18	577	1258	554 175	606 155	297 307	312 261			616 147	311 331	380 245	16v 12v	20v LT				
12.00 - 12.30													A	5.1	18	446	998	547 83^	547 67^	208 233	364 314			438 112^	285 238	265 153^	LT LT	13v LT				
ABC WEEKEND REPORT-SAT.										26	140	143	A	2.5	7	219	1142	471^132v	494^ 83v	179^179^	228^315^			539^141v	324^325^	357^187^	LT LT	109v 109v				
SAT. 11.30P										15	ABC N	78 79	B	2.5	8	219	1125	554 208	597 137	301 294	295 274			465 95	229 220	255 217	36 LT	27 27				
ABC WEEKEND REPORT-SUN.										28	153	153	A	2.2	7	192	646^	307^ 78v	307^105v	105v105v	88v202^			313^141v	219^182v	78v 94v	LT LT	26v LT				
SUN. 11.30P										15	ABC N	85 85	B	2.6	9	227	1043	451 253	537 159	287 321	260 190			475 132	268 267	230 166	LT LT	LT LT				
CBS LATE NIGHT I										127	182	181	A	4.6	17	402	1184	645 227	710 226	361 381	317 269			423 90^	210 181	213 197	21v 12v	30v 26v				
1 MTUTH 11.30P										66	CBS FF	88 88	B	4.7	17	411	1212	590 231	665 205	355 344	323 247			468 136	260 229	231 181	48 19	31 14				
1 WED. 11.30P										64																						
2 MTTH 11.30P										66																						
2 TUE. 12.00M										66																						
11.30 - 12.00													A	4.9	16	428	1262	674 245	730 232	375 371	327 286			461 110^	234 203	238 202	39v 18v	32v 29v				
12.00 - 12.30													A	4.5	19	393	1170	617 224	693 206	334 386	316 268			432 86^	216 191	211 201	17v 12v	28v 23v				
12.30 - 1.00													A	3.9	20	341	1109	680 150^	774 302	440 407	314 258			314 50v	141^108^	176^167^	LT LT	15v 15v				
1.00 - 1.30													A	3.7	23	323	1053	759^202v	759^242^	427^542^	362^217v			294^130v	130v130v	87v164v	LT LT	LT LT				
CBS LATE NIGHT II										139	177	176	A	2.8	16	245	1000	485 158^	522 171^	245^294	241^187^			421 102^	253^224^	249^139^	20v 20v	37v 25v				
1 MON. 12.36A										48	CBS FF	86 86	B	3.2	18	280	1068	531 192	581 186	304 313	274 212			429 129	254 218	217 153	35 LT	23 LT				
1 TUE. 12.36A										47																						
1 WED. 12.34A										46																						
1 THU. 12.36A										50																						
1 FRI. 12.30A										60																						
2 M & W 12.36A										50																						
2 TUE. 1.06A										49																						
2 THU. 12.36A										48																						
2 FRI. 12.30A										46																						
12.30 - 1.00													A	2.9	15	253	1028	513 174^	557 186^	269^308	237^202^			424 83^	250^230^	270^143^	LT LT	35v 24v				
1.00 - 1.30													A	2.7	17	236	1008	466 147^	491 169^	223^284^	233^178^			440 123^	271^228^	246^140^	26v 26v	51v 34v				
1.30 - 2.0																																

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
															TOTAL	18-34	WOMEN 18-49		25-54	35-64		55+	TOTAL	18-34	MEN 18-49		25-54	35-64		55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN			MEN									TOTAL FEM.	TOTAL 6-11
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+				
WEEKDAY DAYTIME CONT'D																													
CLASSIC CONCENTRATION						4	141	A	2.1	11	184	1174	760 103v	760 281^	336^245^	250^380^	331^ 54v	141v141v	114v190^	28v 28v	55v LT								
2 MWTHF 10.30A 30 NBC QG						74	B	2.1	11	184	1174	760 103	760 281	336 245	250 380	331 54	141 141	114 190	28 28	55 LT									
DAYS OF OUR LIVES						138	210 207	A	6.1	23	533	1402	920 157	974 315	523 457	383 380	284 80^	150 118^	126^127^	81^ 58^	63^ 9v								
1 M-F 1.00P 60 NBC DD						99 99	B	7.0	23	612	1459	855 206	963 330	533 450	388 370	328 127	187 131	124 118	98 82	70 24									
2 MWTHF 1.00P 60																													
2 TUE. 1.00P 49																													
1.00 - 1.30							A	5.9	22	516	1397	928 154	984 313	514 450	383 396	272 67^	133 107^	128^130^	84^ 59^	57^ LT									
1.30 - 2.00							A	6.3	24	551	1401	911 163	964 317	530 465	382 364	291 90^	162 127	121^124^	79^ 59^	67^ 14v									
FAME,FORTUNE AND ROMANCE						138	148 147	A	2.0	10	175	1011	644 154^	713 216^	433 428	389^234^	183^ 74v	74v 56v	52v 92v	LT LT	103^ 29v								
M-F 11.00A 30 ABC CC						78 77	B	2.3	10	201	1124	648 195	748 264	461 438	349 237	249 101	155 107	96 88	30 LT	97 35									
GENERAL HOSPITAL						133	211 211	A	7.4	27	647	1221	779 155	843 360	552 494	358 222	199 62^	121 106	81^ 71^	126 118	53^ 17v								
1 M-F 3.00P 60 ABC DD						99 99	B	8.3	27	725	1272	777 202	872 385	575 507	346 234	219 71	125 103	85 89	103 86	78 31									
2 MWTHF 3.00P 60																													
3.00 - 3.30							A	7.4	28	647	1229	793 150	857 375	571 516	365 215	204 71^	126 111	74^ 70^	116 112	52^ 13v									
3.30 - 4.00							A	7.4	27	647	1202	763 159	828 347	534 471	350 227	192 54^	114 97^	82^ 72^	128 117	54^ 24v									
GOOD MORNING, AMERICA-730						138	210 210	A	4.3	21	376	1160	721 202	753 208	436 432	380 284	344 57^	131^125^	175^205	LT LT	56^ 32v								
M-F 7.30A 30 ABC N						99 99	B	4.5	22	393	1197	691 219	745 188	390 418	365 290	349 84	166 164	162 170	35 20	68 34									
GOOD MORNING, AMERICA-830						136	208 208	A	4.2	20	367	1082	749 147^	757 180^	392 389	370 344	291 43v	95^ 91^	145^187	LT LT	22v LT								
M-F 8.30A 30 ABC N						99 99	B	4.5	20	393	1148	719 164	765 184	368 379	353 349	315 64	124 112	143 178	16 LT	52 16									
GUIDING LIGHT						140	208 208	A	5.3	19	463	1201	792 111^	913 225	447 394	399 418	208 48^	73^ 54^	71^132^	46^ 41^	34v 18v								
1 M-F 3.00P 60 CBS DD						99 99	B	6.2	21	542	1308	802 173	923 235	449 408	414 408	225 75	111 82	87 96	103 66	57 31									
2 MWTHF 3.00P 60																													
3.00 - 3.30							A	5.3	20	463	1173	788 103^	916 225	446 379	393 429	196 45^	57^ 41^	63^136^	37v 30v	24v 11v									
3.30 - 4.00							A	5.3	19	463	1220	791 114^	906 224	451 407	404 404	216 47^	86^ 67^	81^127^	55^ 52^	43^ 24v									
LOVING						138	180 176	A	3.4	14	297	1323	868 228^	983 394	652 542	424 273	236 74^	95^ 67^	74^132^	30v 27v	74^ LT								
1 M-F 12.30P 30 ABC DD						90 87	B	3.9	14	341	1409	841 245	957 413	663 535	358 261	268 85	141 122	106 115	66 48	118 33									
2 M-TH 12.30P 30																													
2 FRI. 12.33P 27																													
MAIN STREET 8(S)						167		A	3.7	11	323	1402	637^311^	705^244^	408^440^	341^265^	186v 50v	50v 50v	44v136v	353^142v	158v 148v								
1 TUE. 4.00P 60 NBC CN						91		A	3.7	11	323	1310	803^431^	849^273^	561^583^	442^266^	102v LT	LT LT	28v102v	340^117v	19v LT								
4.00 - 4.30							A	3.6	10	315	1514	478^193v	567^218v	260^298^	242^269^	270^102v	102v102v	57v168v	372^172v	305^ 295^									
4.30 - 5.00																													
MORNING PROGRAM						80	200 200	A	2.4	12	210	1271	776 166^	838 182^	349 386	309^442	400 81v	167^158^	195^228^	LT LT	LT LT								
1 M-F 7.30A 90 CBS N						98 98	B	2.6	12	227	1238	748 160	808 165	314 329	315 439	372 68	135 129	177 216	LT LT	37 22									
2 MWTHF 7.30A 90																													
2 TUE. 8.00A 60																													
7.30 - 8.00							A	2.4	12	210	1295	757 190^	829 158^	315^375	333 443	409 51v	165^162^	230^244^	24v LT	33v 33v									
8.00 - 8.30							A	2.3	11	201	1308	777 174^	851 199^	378 377	304^453	433 85v	165^163^	219^254^	LT LT	LT LT									
8.30 - 9.00							A	2.5	12	219	1256	785 147^	854 197^	361 407	306^433	375 101^	169^156^	159^201^	LT LT	LT LT									
MORNING PROGRAM(B)						178		A	2.1	10	184	1196^	837^195v	951^108v	255v315v	348v636^	245v LT	77v 77v	245v168v	LT LT	LT LT								
2 TUE. 7.30A 30 CBS N						83																							
NBC NEWS AT SUNRISE						140	193 193	A	2.3	22	201	1075	492 228^	528 80v	265^298^	295^199^	523 110^	265^329^	324^184^	LT LT	LT LT								
M-F 6.00A 30 NBC N						98 98	B	2.4	20	210	1111	535 238	577 81	275 307	320 252	501 117	291 326	306 164	LT LT	LT LT									

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
WEEKDAY DAYTIME CONT'D																															
NBC NEWS DIGEST-DAYTIME						84	192	190	A	3.9	14	341	1314	886	152^	930	311	540	405	343	361	197^	31^	86^	61^	105^	105^	78^	56^	109^	LT
M-F		2.57P	1	NBC	N		96	95	B	4.4	15	385	1331	814	185	922	297	494	430	394	362	237	83	123	83	94	99	82	70	90	30
NEW CARD SHARKS						140	170	169	A	2.9	15	253	1257	652	117^	818	244^	347	324	286	411	320	52^	102^	130^	170^	154^	LT	LT	111^	32^
1 M-F		10.30A	30	CBS	QP		82	82	B	4.0	17	350	1242	685	142	760	199	303	308	282	393	331	82	139	123	156	165	35	23	116	59
2 M-WTH		10.30A	30																												
NEWSBREAK-11.57						142	178	178	A	5.1	23	446	1323	673	185	781	171	343	307	342	400	423	116^	190	140^	188	216	40^	11^	79^	LT
M-F		11.57A	2	CBS	N		84	84	B	6.4	26	559	1280	679	173	779	188	326	297	300	408	356	90	146	121	161	184	47	24	98	38
NEWSBREAK-3.44						139	191	196	A	4.6	17	402	1189	783	145^	890	239	472	417	392	371	216	60^	95^	75^	79^	118^	45^	40^	38^	22^
1 M & F		3.43P	1	CBS	N		94	96	B	5.7	19	498	1301	788	184	909	242	442	398	393	403	228	81	120	89	91	90	98	67	66	36
1 TUE.		3.44P	1																												
1 WED.		3.46P	1																												
1 THU.		3.40P	1																												
2 MON.		3.41P	1																												
2 W & TH		3.40P	1																												
2 FRI.		3.43P	1																												
ONE LIFE TO LIVE						135	212	212	A	7.1	27	621	1256	822	153	889	409	643	561	390	187	257	102^	160	115	69^	96^	43^	37^	67^	21^
1 M-F		2.00P	60	ABC	DD		99	99	B	7.2	25	629	1243	777	195	868	382	606	537	363	210	240	87	131	105	81	101	62	51	73	23
2 M-WTH		2.00P	60																												
2.00 - 2.30									A	6.9	26	603	1242	821	149	887	399	639	562	396	191	261	108^	162	113^	65^	98^	36^	30^	58^	16^
2.30 - 3.00									A	7.3	27	638	1254	818	153	887	417	644	560	380	184	246	95^	154	115	69^	92^	48^	41^	73^	25^
PRICE IS RIGHT 1						140	207	208	A	4.9	24	428	1348	709	146^	835	222	388	341	345	408	356	80^	146^	124^	166	191	24^	LT	133^	17^
M-F		11.00A	30	CBS	AP		99	99	B	6.2	26	542	1314	712	156	807	207	345	326	311	410	347	87	152	135	160	166	45	25	115	45
PRICE IS RIGHT 2						141	207	208	A	6.1	28	533	1289	713	152	818	200	372	349	350	399	346	63^	128^	114^	172	202	28^	LT	97^	LT
M-F		11.30A	30	CBS	AP		99	99	B	7.7	31	673	1282	706	158	797	195	340	322	314	407	343	80	140	118	159	180	43	25	99	39
RYAN'S HOPE						135	163	162	A	2.4	10	210	1033	724	181^	824	357	581	489	361	225^	133^	33^	38^	33^	47^	91^	24^	24^	52^	LT
1 M-F		12.00N	30	ABC	DD		81	81	B	2.7	10	236	1204	715	211	824	328	537	454	325	260	218	72	100	74	84	114	57	43	105	26
2 M-WTH		12.00N	30																												
RYAN'S HOPE-TUE(B)						146			A	1.8	7	157	1032^	892^	179^	892^	254^	344^	439^	638^	453^	77^	LT	77^	77^	77^	LT	LT	LT	LT	LT
2 TUE.		12.00N	30	ABC	DD		67																								
SALE OF THE CENTURY						83	165	165	A	3.0	15	262	1111	725	133^	729	168^	240^	225^	275	462	312	64^	141^	99^	146^	160^	LT	LT	54^	23^
1 M-F		10.00A	30	NBC	QG		85	84	B	3.6	15	315	1281	748	130	809	219	325	297	262	443	321	80	122	98	98	184	61	38	90	37
2 M-WTH		10.00A	30																												
SANTA BARBARA						136	197	196	A	4.1	15	358	1480	862	125^	941	393	575	452	287	333	206	47^	95^	76^	92^	108^	162^	109^	171^	45^
1 M-F		3.00P	60	NBC	DD		98	97	B	4.3	14	376	1390	812	161	893	346	492	399	319	354	254	88	128	90	90	121	118	87	125	61
2 M-WTH		3.00P	60																												
3.00 - 3.30									A	3.9	15	341	1457	891	122^	956	402	586	456	287	338	200^	47^	87^	64^	85^	110^	149^	108^	152^	18^
3.30 - 4.00									A	4.2	15	367	1507	852	130^	937	392	570	449	286	336	211	47^	98^	78^	95^	113^	174^	112^	185^	66^
SCRABBLE						136	198	198	A	4.0	19	350	1226	857	135^	906	246	366	325	329	483	261	64^	100^	98^	103^	146^	LT	LT	51^	LT
M-F		11.30A	30	NBC	QG		97	96	B	4.9	20	428	1263	741	147	804	194	314	303	306	433	317	75	118	109	131	170	54	35	88	31
SUPER PASSWORD						136	159	156	A	3.5	15	306	1268	810	114^	902	262	366	315	323	487	314	107^	159^	160^	125^	134^	36^	23^	16^	LT
1 M-F		12.00N	30	NBC	QG		75	74	B	3.7	14	323	1271	737	132	827	188	305	283	329	464	288	76	106	89	110	160	84	53	72	31
2 M-TH		12.00N	30																												
TODAY SHOW-7.30AM						139	205	205	A	5.1	25	446	1173	646	145^	661	152^	302	332	312	307	423	71^	166	172	258	217	39^	LT	50^	34^
M-F		7.30A	30	NBC	N		99	99	B	5.3	25	463	1235	696	218	729	152	336	354	341	343	438	85	196	208	230	201	25	LT	43	32

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	WOMEN			MEN								TOTAL	18-34	WOMEN			MEN			TOTAL	18-34	WOMEN			MEN		
WEEKDAY DAYTIME CONT'D																																										
TODAY SHOW-8.30AM M-F						139	205	201	A	4.5	22	393	1155	712	107^	730	173^	336	368	303	351	389	48^	122^	154^	212	210	LT	LT	26^	LT											
						99	98	B	5.3	24	463	1203	746	157	783	173	327	334	302	402	358	66	139	150	169	183	19	LT	43	25												
\$25,000 PYRAMID						137	178	172	A	2.8	14	245	1237	600	114^	808	274^	352	302	248^	396	301	97^	134^	147^	123^	126^	LT	LT	115^	21^											
1 M-F 10.00A						30	CBS	QP	91	86	B	3.8	16	332	1191	706	144	783	202	314	302	288	416	275	79	124	112	120	126	26	18	107	48									
2 MTHF 10.00A						30																																				
WEBSTER M-F						89	150	149	A	2.0	9	175	1040	612	155^	686	229^	418	389^	389^	228^	126^	69^	69^	41^	LT	45^	68^	68^	160^	34^											
M-F 11.30A						30	ABC	CS	78	78	B	2.2	9	192	1189	612	193	676	294	470	382	285	179	191	80	122	95	67	78	47	244	96										
WHEEL OF FORTUNE						136	210	208	A	5.0	25	437	1208	798	111^	858	217	320	286	304	490	252	45^	80^	78^	90^	158	48^	48^	50^	LT											
M-F 11.00A						30	NBC	QG	98	98	B	6.2	26	542	1271	748	134	817	197	316	303	302	449	311	66	110	94	119	183	53	35	90	33									
WORDPLAY						89	146	145	A	3.0	12	262	1218	790	87^	844	195^	313	297	363	478	255^	52^	75^	77^	119^	164^	35^	19^	84^	LT											
1 M-F 12.30P						30	NBC	QG	77	77	B	3.5	13	306	1341	750	166	837	255	352	325	323	414	303	81	119	92	127	171	82	47	119	53									
2 M-TH 12.30P						30																																				
2 FRI. 12.39P						21																																				
YOUNG AND RESTLESS-WED(B)						109			A	4.8	21	420	1029	676	136^	782	224^	427^	315^	281^	355^	168^	LT	LT	56^	56^	112^	LT	LT	79^	LT											
2 WED. 12.30P						15	CBS	DD	74																																	
YOUNG AND RESTLESS-FRI(B)						105			A	4.2	18	367	1101	793	297^	812	221^	337^	278^	286^	433^	223^	16																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11			
WEEKEND DAYTIME CONT'D																															
GUMMI BEARS						30	197	199	A	4.0	20	350	1554	231^ 74v	231^157^ 180^174^ 74v 25v	215^118^ 178^125^ 80v 37v	139^ 91v	969	475												
SAT. 8.30A 30 NBC CA						98	98	B	4.7	23	411	1654	270 117	314 167 223 164 111 69	228 119 172 124 86 48	153 60	959	578													
HEALTH SHOW						16	156	163	A	1.8	7	157	1019	281^134v	357^185v 185^178v 108v153v	351^134v 236^217v 166v115v	44v 32v	267^ 191v													
SAT. 12.30P 30 ABC N						82	82	B	2.0	7	175	1287	457 179	536 262 316 271 164 195	344 171 217 170 106 107	90 62	317	175													
INDY 500 TIME TRIALS(S)							193		A	2.3	10	201	1224^ 238v188v	288v 35v 169v199v 204v 89v	790^292v 492^477^ 409^279v	101v LT	45v 45v														
2 SAT. 1.00P 90 ABC SE							93		A	2.2	10	192	1240^ 282v240v	344v 46v 193v240v 241v104v	823^234v 490^475^ 464^312v	LT LT	73v 73v														
1.00 - 1.30									A	2.4	10	210	1267^ 286v225v	329v 52v 199v242v 239v 87v	709^261v 419^395^ 376^271v	162v LT	67v 67v														
1.30 - 2.00									A	2.4	10	210	1110^ 138v100v	171v LT 100v100v 124v 71v	814^366^ 547^533^ 372^253v	125v LT	LT LT														
2.00 - 2.30									A	4.4	18	385	1675	198^ 55v	292^161^ 218^173^ 80v 74v	211^ 23v 78v 55v 117^133^	136^ 59v	1036 348^													
IT'S PUNKY BREWSTER						22	164	183	B	5.8	19	567	1801	320 123	385 219 279 204 114 95	228 117 167 114 77 57	212 100	976 498													
SAT. 11.30A 30 NBC CA						86	90	A	10.5	30	918	1582	769 291^	769 187^ 379 362 366 340	631 79^ 269^280^ 328 334	43v LT	139^ 99^														
KENTUCKY DERBY(S)							213		A	7.1	21	621	1565	775 289^	775 209^ 411^382^ 374^316^	603 100v 329^313^ 332^274^	50v LT	137^ 79v													
1 SAT. 4.30P 93 ABC SE							99		A	11.0	31	961	1553	747 275^	747 195^ 365 330 335 340	634 78^ 246^268^ 325 352	42v LT	130^ 100^													
4.30 - 5.00									A	13.3	36	1162	1645	797 315	797 178^ 384 382 387 354	660 71^ 268 284 335 354	39v LT	149^ 115^													
5.00 - 5.30									A	2.6	11	227	2062	207^102v	313^229^ 260^184^ 62v 22v	190^132v 167^132v 48v LT	277^184^	1282 503^													
KIDD VIDEO						25	120	130	B	3.3	11	288	1597	309 139	385 196 278 187 125 93	234 134 185 144 92 44	218 111	760 407													
SAT. 12.30P 30 NBC CA						60	72	A	3.2	19	280	1504	190^ 54v	190^128v 169^172^ 62v LT	206^100v 164^143^ 106v 34v	135^ 89v	973 487^														
KISSYFUR						30	201	202																							
SAT. 8.00A 30 NBC CA						98	98	B	3.6	22	315	1617	238 66	290 162 204 152 97 68	226 111 171 129 96 47	136 52	965 598														
LAS VEGAS INVITATIONAL-SU(S)						194			A	5.0	12	437	1389	674 156v	702 121v 195^292^ 300^378^	611^ 71v 272^275^ 278^336^	LT LT	76v 20v													
1 SUN. 4.00P 134 NBC SE							96		A	3.7	10	323	1402	640^182v	659^ 43v 142v303^ 325^356^	685^114v 331^331^ 285^354^	LT LT	58v LT													
4.00 - 4.30									A	4.6	12	402	1408	692 192^	709 64v 171v329^ 343^380^	632^ 62v 273^273^ 271^359^	LT LT	67v LT													
4.30 - 5.00									A	5.3	13	463	1320	662 149v	683 121v 184^290^ 305^363^	583^ 51v 313^313^ 320^270^	LT LT	54v LT													
5.00 - 5.30									A	5.8	14	507	1359	671 94v	696 154^ 173^235^ 266^398^	582 67v 231^231^ 249^351^	LT LT	81v 38v													
5.30 - 6.00									A	6.0	13	524	1605	754 216^	819 259^ 366^347^ 257^404^	632 75v 212^238^ 272^394^	LT LT	154^ 89v													
6.00 - 6.30																															
LAZER TAG ACADEMY						28	146	152	A	3.6	15	315	2286	250^ 69v	327^251^ 286^211^ 53v 41v	297^228^ 262^169^ 50v 19v	74v 60v	1588 546													
SAT. 12.00N 30 NBC CA						80	82	B	4.7	16	411	1704	340 129	393 220 288 222 114 88	266 152 212 157 95 49	212 91	833 441														
MEET THE PRESS						29	166	167	A	2.8	10	245	1127	514^105v	563^ 28v 114v216^ 229^347^	470^ 33v 148v163^ 216^298^	45v 21v	49v 41v													
SUN. 12.30P 30 NBC CC						95	95	B	2.7	9	236	1270	522 146	571 127 181 202 182 337	572 140 258 250 245 281	58 LT	69 41														
MUPPET BABIES						30	205	206	A	4.8	21	420	1914	231^128^	300^162^ 210^178^ 50v 88^	277^160^ 229^138^ 83v 48v	78v 45v	1259 731													
SAT. 9.00A 60 CBS CA						98	99	B	5.0	20	437	1779	259 123	320 162 226 179 99 86	202 86 148 116 85 52	139 56	1118 626														
9.00 - 9.30									A	4.6	20	402	1888	227^125^	289^153^ 208^176^ 55v 81v	260^145^ 215^123^ 81v 45v	78v 44v	1261 732													
9.30 - 10.00									A	4.9	20	428	1979	238^131^	315^176^ 216^184^ 44v 95^	295^176^ 244^155^ 84v 51v	79v 46v	1290 748													
MUTUAL OF OMAHA SPEC.(S)							184		A	4.0	9	350	1426	468^209^	557^206^ 363^237^ 225^194v	615^178v 326^375^ 305^240^	71v LT	183v 27v													
1 SUN. 5.00P 60 ABC SE							88		A	3.5	8	306	1493	438^184v	523^229v 317^184v 160v206v	755^203v 461^494^ 415^261^	45v LT	170v 23v													
5.00 - 5.30									A	4.4	10	385	1390	497^232^	593^190^ 402^283^ 280^191^	509^161v 221^283^ 221^226^	93v LT	195^ 26v													
5.30 - 6.00																															
NBA PLAYOFF GAME SAT						2	203	207	A	4.2	13	367	1471	397 144^	416 109^ 222^190^ 173^194^	841 322^ 546 509 368^231^	104^ 17v	110^ 85v													
1 SAT. 3.30P 182 CBS SE						99	99	B	4.2	13	367	1471	397 144	416 109 222 190 173 194	841 322 546 509 368 231	104 17	110 85														
2 SAT. 3.30P 163									A	3.4	12	297	1586	299^107v	322^ 91v 169^135^ 114v153^	734 252^ 458^432^ 351^239^	297^ LT	233^ 161^													
3.30 - 4.00																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
NBA PLAYOFF GAME S-CONT'D																																				
4.00 - 4.30														A	3.9	13	341	1328	340	129	358	62	220	202	211	138	826	281	539	537	379	243	LT	LT	144	94
4.30 - 5.00														A	3.7	12	323	1601	482	121	482	127	329	301	250	153	1023	461	697	607	391	251	LT	LT	96	84
5.00 - 5.30														A	4.1	12	358	1360	366	167	374	97	192	159	146	182	824	329	538	509	341	207	62	LT	100	87
5.30 - 6.00														A	5.0	15	437	1501	391	130	402	126	181	139	135	221	812	302	509	464	357	231	176	55	111	90
6.00 - 6.30														A	5.6	15	489	1489	498	198	552	137	265	234	220	278	839	312	546	520	392	221	98	35	LT	LT
NBA PLAYOFF GAME-1														2		205	202																			
1 SUN. 1.00P 150 CBS SE														A	7.2	23	629	1709	466	265	508	156	300	361	294	128	959	375	665	637	504	212	150	LT	92	66
2 SUN. 1.00P 197														B	7.2	23	629	1709	466	265	508	156	300	361	294	128	959	375	665	637	504	212	150	LT	92	66
1.00 - 1.30														A	5.2	18	454	1566	437	204	448	73	187	295	303	153	900	344	623	586	490	192	176	LT	42	42
1.30 - 2.00														A	6.9	23	603	1723	491	264	523	142	268	386	306	137	897	339	625	612	484	189	198	LT	105	105
2.00 - 2.30														A	6.9	22	603	1582	397	224	439	125	235	322	274	117	916	359	629	614	485	190	152	LT	75	75
2.30 - 3.00														A	7.2	22	629	1601	382	249	452	121	258	342	285	110	922	356	641	634	483	188	163	LT	64	64
3.00 - 3.30														A	8.0	24	699	1903	555	289	606	248	415	411	310	116	1014	401	710	678	543	230	156	LT	127	74
3.30 - 4.00														A	9.4	30	822	1920	534	355	559	166	383	411	307	148	1116	459	772	714	536	279	121	LT	124	32
4.00 - 4.30														A	9.5	29	830	1808	547	351	577	210	387	377	297	162	1087	425	749	663	539	279	LT	LT	144	54
NBA PLAYOFF GAME-2														1		205																				
1 SUN. 3.30P 160 CBS SE														A	6.7	17	586	1712	522	263	555	266	343	286	250	137	952	401	751	606	510	177	91	LT	114	114
3.30 - 4.00														B	6.7	17	586	1712	522	263	555	266	343	286	250	137	952	401	751	606	510	177	91	LT	114	114
4.00 - 4.30														A	6.2	17	542	2002	536	187	589	279	361	324	274	124	1149	523	833	562	552	260	124	LT	140	140
4.30 - 5.00														A	6.0	16	524	2002	587	263	613	369	427	294	206	134	1039	471	847	568	542	192	144	LT	206	206
														A	6.1	16	533	1966	566	281	590	335	380	268	218	129	1071	387	908	723	661	163	89	LT	216	216
5.00 - 5.30														A	6.9	17	603	1396	366	216	391	98	164	243	254	148	903	371	706	681	511	134	62	LT	40	40
5.30 - 6.00														A	7.9	19	690	1370	543	359	562	276	377	269	259	123	712	311	572	526	359	140	58	LT	38	38
6.00 - 6.30														A	7.9	18	690	1683	572	263	636	234	367	358	301	202	874	325	640	572	456	206	125	31	48	48
NBC MAJOR LEAGUE PRE GAME														3		195	199																			
1 SAT. 1.00P 16 NBC SC														A	3.9	17	341	1739	534	161	537	205	261	229	162	235	539	214	325	313	196	211	196	58	467	206
2 SAT. 2.00P 17														B	3.8	16	332	1594	465	98	478	177	266	225	180	188	591	162	285	341	258	242	170	36	355	167
NBC MAJOR LEAGUE BASEBALL														4		201	203																			
1 SAT. 1.16P 255 NBC SE														A	5.9	21	516	1331	521	169	532	93	164	217	226	307	626	161	298	291	265	302	70	14	103	74
2 SAT. 2.17P 185														B	6.0	20	524	1306	471	155	519	94	178	218	218	289	653	175	307	296	264	311	55	16	79	56
1.00 - 1.30														A	3.9	15	341	1871	496	200	496	112	112	148	138	348	518	275	404	421	193	97	311	55	546	282
1.30 - 2.00														A	4.9	18	428	1589	416	173	416	103	103	162	154	254	647	224	334	364	293	283	215	28	311	185
2.00 - 2.30														A	5.0	20	437	1373	419	136	426	76	114	206	180	218	617	136	250	298	293	319	70	LT	260	171
2.30 - 3.00														A	5.6	21	489	1333	440	127	448	70	124	163	196	262	659	172	347	383	307	276	56	LT	170	113
3.00 - 3.30														A	6.0	22	524	1218	456	152	467	79	137	180	196	264	702	201	390	416	313	286	13	13	36	31
3.30 - 4.00														A	6.3	22	551	1207	516	197	534	84	155	235	219	299	630	156	292	246	255	298	19	19	24	24
4.00 - 4.30														A	6.2	21	542	1382	580	180	601	109	193	226	218	370	649	182	319	237	242	314	73	13	59	59
4.30 - 5.00														A	6.6	21	577	1400	650	204	662	116	235	272	283	385	570	73	210	223	245	347	86	12	82	82
5.00 - 5.30														A	6.1	18	533	1270	610	180	625	111	209	267	330	358	561	156	225	174	205	336	69	9	15	15
NBC SPORTS RINGSIDE(S)														178																						
2 SUN. 3.00P 60 NBC SE														A	2.5	8	219	1315	353	69	439	87	133	123	251	229	840	255	416	511	384	297	36	36	LT	LT
3.00 - 3.30														A	2.6	8	227	1291	454	84	524	71	159	185	331	268	697	239	362	362	242	335	70	70	LT	LT
3.30 - 4.00														A	2.5	8	219	1260	229	50	324	96	96	49	155	179	936	260	448	638	503	238	LT	LT	LT	LT
ONE TO GROW ON-8:58AM														30		197	198																			
SAT. 8.58A 2 NBC CN														A	4.4	21	385	1608	232	63	232	172	198	190	60	LT	203	131	174	121	59	29	154	108	1019	514
														B	4.9	22	428	1605	273	117	317	170	232	166	115	65	221	119	168	121	83	46	154	65	913	536
ONE TO GROW ON-10:28AM														30		204	203																			
SAT. 10.28A 2 NBC CN														A	6.1	23	533	1981	396	133	531	315	408	293	130	123	319	224	247	95	55	72	165	94	966	509
														B	6.5	23	568	1710	360	143	424	248	314	226	125	87	257	154	202	125	82	48	173	93	856	456

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN						MEN					TEENS (12-17) FEM.		CHILDREN (2-11) TOTAL		
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+				
WEEKEND DAYTIME CONT'D																													
ONE TO GROW ON-11:58AM						27	164	183	A	4.1	17	358	1670	206^ 53v	312^172^	225^170^	78v 87v	201^ 20v	67v 47v	112^134^	109^ 51v	1048	310^						
SAT. 11.58A 2 NBC CN						86	90	B	5.6	19	489	1732	320 139	378 206	265 200	127 95	215 104	152 102	81 59	215 111	924	502							
PEE WEE'S PLAYHOUSE						26	207	209	A	5.8	23	507	1882	261^ 97^	278^160^	184^149^	37v 88^	259^158^	209^158^	68v 50v	197^ 80^	1148	589						
SAT. 10.00A 30 CBS CL						99	99	B	5.8	20	507	1767	295 139	348 204	262 191	98 79	219 122	176 147	70 39	183 85	1017	577							
POUND PUPPIES						29	205	207	A	3.2	13	280	1436	290^ 25v	347^182^	211^111v	104v136^	250^111v	183^132^	72v 67v	28v 28v	811	404^						
SAT. 10.30A 30 ABC CA						96	97	B	4.4	15	385	1873	365 140	417 262	325 238	116 84	223 116	167 123	77 53	166 89	1067	631							
REAL GHOSTBUSTERS						30	202	206	A	4.0	16	350	1440	291^ 78v	380^180^	232^183^	134^121^	218^ 75v	218^206^	143^ LT	176^123^	666	371^						
SAT. 10.00A 30 ABC CA						98	98	B	5.0	18	437	1745	310 128	368 201	267 209	136 78	236 122	180 133	79 49	220 91	912	574							
ROCK N WRESTLING-1						20	133	144	A	1.6	7	140	1536	228v 93v	250v 70v	143v143v	100v107v	208v LT	129v129v	125v 79v	228v 36v	150^ 336^							
SAT. 12.00N 30 CBS CA						67	69	B	2.8	9	245	1594	343 136	387 182	242 221	135 107	286 131	220 135	110 58	179 101	742	412							
ROCK N WRESTLING-2						25	139	146	A	1.9	8	166	1639	337^133v	337^119v	144v144v	85v193v	119v LT	96v 96v	96v LT	272^ 73v	911	337^						
SAT. 12.30P 30 CBS CA						68	71	B	2.9	10	253	1712	350 144	427 237	295 217	120 112	311 159	250 197	113 56	178 60	796	416							
SHEARSON TOURN CHAMP.-SAT(S)						204			A	2.1	8	184	1212^	441^136v	538^ LT	206v190v	375v332v	566^175v	250v245v	239v277v	108v 49v	LT	LT						
2 SAT. 2.30P 150 ABC SE						98																							
2.30 - 3.00									A	1.8	7	157	1242^	286v108v	388v LT	178v178v	292v210v	752^325v	421v452v	312v274v	102v LT	LT	LT						
3.00 - 3.30									A	2.1	8	184	1207^	446^120v	549^ LT	217v217v	380v332v	538^114v	196v217v	256v321v	12Cv 55v	LT	LT						
3.30 - 4.00									A	1.8	7	157	1357^	535^ 95v	656^ LT	197v197v	478^459^	606^172v	224v197v	326v351v	95v 57v	LT	LT						
4.00 - 4.30									A	2.0	7	175	1274^	521^218v	646^ 51v	235v184v	407^411^	509^149v	218v211v	177v252v	119v 74v	LT	LT						
4.30 - 5.00									A	2.6	9	227	1141^	444^154v	523^ 35v	224v189v	370^299v	511^159v	242v199v	171v233v	107v 58v	LT	LT						
SHEARSON TOURN CHAMP.-SUN(S)						178			A	1.5	5	131	1122^	649^206v	672^161v	305v389v	290v267v	436v137v	229v283v	222v153v	LT LT	LT	LT						
2 SUN. 3.00P 191 ABC SE						88																							
3.00 - 3.30									A	1.6	5	140	1421^	650^171v	742^378v	542^550^	243v142v	679^265v	314v472v	207v207v	LT LT	LT	LT						
3.30 - 4.00									A	1.3	4	114	1930^	1008^684^	1070^657^	772^826^	229v184v	806^386v	465v561v	175v245v	LT LT	54v	54v						
4.00 - 4.30									A	1.3	4	114	737^	632^184v	632^ LT	185v351v	351v281v	105v LT	105v105v	105v LT	LT LT	LT	LT						
4.30 - 5.00									A	1.5	5	131	695^	566^ 54v	566^ LT	114v244v	283v322v	129v LT	99v129v	129v LT	LT LT	LT	LT						
5.00 - 5.30									A	1.3	4	114	702^	588v 62v	588v LT	167v264v	334v324v	114v LT	62v114v	114v LT	LT LT	LT	LT						
5.30 - 6.00									A	1.7	5	149	1309^	578^135v	578^ LT	141v248v	342v330v	731^208v	382^402v	523^329v	LT LT	LT	LT						
6.00 - 6.30									A	1.8	5	157	1140^	593^178v	631^ 77v	230v230v	280v401v	426v LT	57v 57v	286v369v	57v 57v	LT	LT						
SMURFS I						30	205	206	A	4.6	20	402	1980	425 152^	425 251^	338^261^	135^ 65v	241^150^	204^165^	66v 37v	140^ 94^	1174	566						
SAT. 9.00A 30 NBC CA						99	99	B	5.5	23	481	1722	326 130	365 203	269 192	124 75	264 150	214 163	93 42	164 76	929	530							
SMURFS II						30	206	206	A	4.9	20	428	1855	424 166^	471 288^	368 256^	143^ 81v	241^125^	175^130^	81v 66v	82v 67v	1061	545						
SAT. 9.30A 30 NBC CA						99	99	B	6.1	23	533	1726	341 131	390 224	281 211	125 81	269 148	210 164	99 48	189 92	878	502							
SMURFS III						30	206	205	A	5.8	23	507	1970	363 124^	461 248^	353 264^	152^108^	311 222^	246^ 79^	55v 65v	190^107^	1008	529						
SAT. 10.00A 30 NBC CA						99	99	B	6.8	24	594	1713	350 148	413 242	309 226	123 80	257 154	202 131	82 46	182 96	861	464							
SPORTSWORLD						10		181	A	5.6	17	489	1395	274^176^	427^120v	226^219^	140v201^	870 322^	600 563^	388^223^	98v LT	LT	LT						
2 SUN. 4.00P 120 NBC SA						92			B	5.2	13	454	1555	518 245	608 213	330 297	249 231	683 213	432 406	344 213	153 53	111	68						
4.00 - 4.30									A	4.2	13	367	1082	261^139v	261^107v	107v107v	37v154v	711^281^	477^477^	242^234^	110v LT	LT	LT						
4.30 - 5.00									A	5.7	18	498	1283	319^307^	507^133v	329^329v	227^178^	651 354^	454^353^	136v197^	125v LT	LT	LT						
5.00 - 5.30									A	6.5	19	568	1373	226^114v	414^103v	189^189^	119v225^	959 277^	674 642	540 222^	LT LT	LT	LT						
5.30 - 6.00									A	6.2	18	542	1666	280^142^	460^127v	244^219^	145^216^	1044 348^	710 703	547 233^	162^ LT	LT	LT						
SUNDAY MORNING						29	175	177	A	4.2	19	367	1166	517 161^	550 66v	160^193^	280^357^	539 131^	286^273^	283^239^	LT LT	74v	52v						
SUN. 9.00A 90 CBS N						96	96	B	4.5	18	393	1368	622 224	691 96	235 281	313 398	554 143	294 315	289 211	35 14	88	54							
9.00 - 9.30									A	3.6	18	315	1117	546 175^	590 70v	190^244^	317^346^	450 102v	216^215^	245^212^	LT LT	77v	44v						
9.30 - 10.00									A	4.4	19	385	1216	530 195^	574 60v	168^200^	311^374	527 143^	275^261^	258^238^	LT LT	115^	79v						
10.00 - 10.30									A	4.5	18	393	1170	485 120^	495 66v	133^148^	221^347^	630 145^	358^338^	346^262^	LT LT	36v	36v						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11					
																		18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+							
WEEKEND DAYTIME CONT'D																																		
TEEN WOLF						30	204	205	A	4.8	19	420	1929	257^114^	347	193^	237^	224^	75^	94^	189^	112^	150^	150^	46^	39^	240^	64^	1153	563				
SAT.						10.30A	30	CBS CA	99	99	B	5.5	19	481	1777	276	144	357	176	242	181	130	92	224	140	190	135	66	31	280	130	916	538	
THIS WEEK-DAVID BRINKLEY						25	193	194	A	3.6	13	315	1216	615	134^	666	82^	118^	142^	273^	483	537	45^	73^	63^	235^	435^	LT	LT	LT	LT			
SUN.						11.30A	60	ABC N	98	98	B	4.2	13	367	1209	536	141	585	81	122	147	195	422	596	101	207	232	253	349	LT	LT	16	LT	
11.30 - 12.00									A	3.5	13	306	1078	594	153^	594	39^	75^	157^	274^	437^	484	LT	20^	60^	255^	424^	LT	LT	LT	LT			
12.00 - 12.30									A	3.7	13	323	1328	627	111^	724	121^	148^	121^	265^	524	582	83^	118^	99^	214^	446	22^	22^	LT	LT			
WILDFIRE						30	197	199	A	3.0	15	262	2015	254^	80^	326^	167^	248^	196^	81^	78^	325^	164^	240^	149^	90^	85^	67^	35^	1297	840			
SAT.						8.30A	30	CBS CA	96	97	B	3.2	15	280	1574	293	94	350	170	230	197	104	110	191	68	125	97	91	65	94	41	939	546	
WUZZLES						29	204	203	A	2.3	14	201	1841	327^	69^	392^	298^	298^	125^	55^	94^	389^	129^	280^	280^	215^	109^	65^	30^	995	668^			
SAT.						8.00A	30	ABC CA	98	98	B	2.4	14	210	1572	308	147	347	188	253	201	110	85	220	105	155	138	69	62	72	34	933	548	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A:

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9				16,780 19.2								
	ABC TV					MACGYVER (SD)						ABC MONDAY NIGHT MOVIE (I WANT TO LIVE (R)(SD))						
	AVERAGE AUDIENCE (Households (000) & %)					11,010 12.6	11.6*		13.5*	10,050 11.5	10.9*		11.3*		11.5*		12.3*	
	SHARE OF AUDIENCE %					21	20 *		22 *	19	18 *		18 *		19 *		21 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,890 13.6		12,320 14.1		14,070 16.1		12,590 14.4		11,800 13.5				
	CBS TV					KATE & ALLIE (R)		MY SISTER SAM (R)(SUS-SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)		WEST 57TH				
	AVERAGE AUDIENCE (Households (000) & %)					10,050 11.5		10,580 12.1		11,890 13.6		11,010 12.6		8,480 9.7		10.5*		
	SHARE OF AUDIENCE %					20		20		22		20		16		17 *		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					16,340 18.7		15,730 18.0		24,730 28.3								
	NBC TV					ALF (R)		VALERIE (R)		NBC MONDAY NIGHT MOVIES DESPERADO								
	AVERAGE AUDIENCE (Households (000) & %)					13,980 16.0		13,720 15.7		16,870 19.3	18.2*		19.4*		20.1*		19.7*	
	SHARE OF AUDIENCE %					28		26		32	30 *		31 *		33 *		34 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5				16,170 18.5								
	ABC TV					MACGYVER						ABC MONDAY NIGHT MOVIE RHINESTONE (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					10,750 12.3	11.8*		12.9*	8,650 9.9	10.0*		9.9*		9.7*		10.1*	
	SHARE OF AUDIENCE %					20	19 *		20 *	16	16 *		15 *		16 *		17 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					15,640 17.9		13,900 15.9		17,130 19.6		16,080 18.4		17,920 20.5				
	CBS TV					KATE & ALLIE		MY SISTER SAM (SD)		NEWHART (R)		DESIGNING WOMEN (SD)		CAGNEY & LACEY				
	AVERAGE AUDIENCE (Households (000) & %)					13,460 15.4		12,060 13.8		14,860 17.0		13,980 16.0		14,420 16.5		16.3*		
	SHARE OF AUDIENCE %					25		22		27		25		27		26 *		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					16,170 18.5		15,640 17.9		25,260 28.9								
	NBC TV					ALF		VALERIE		NBC MONDAY NIGHT MOVIES TEEN WOLF								
	AVERAGE AUDIENCE (Households (000) & %)					14,330 16.4		14,070 16.1		15,560 17.8	16.8*		17.7*		19.1*		17.7*	
	SHARE OF AUDIENCE %					26		25		28	26 *		27 *		31 *		30 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.2	51.4	52.3	53.7	56.3	58.6	59.8	61.8	61.1	61.9	61.8	61.9	61.8	61.6	59.6	56.7
		WK. 2	53.9	54.7	55.9	57.9	61.2	62.9	62.4	64.3	63.9	64.4	64.5	64.7	63.1	61.5	60.9	58.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. MAY 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.28, 1987

TIME																		7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45																									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																				18,270 20.9		15,470 17.7		20,980 24.0				14,860 17.0														
	ABC TV																				GROWING PAINS SPEC. (R)		SLEDGE HAMMER SPEC. (R)		MOONLIGHTING (R)(SD)				MAX HEADROOM														
	AVERAGE AUDIENCE (Households (000) & %)																				15,210 17.4		13,810 15.8		15,210 17.4		17.7* 28 *		17.2* 27 *		10,400 11.9												
	SHARE OF AUDIENCE %																				30		26		27		17.8		17.4		13.3												
AVG. AUD. BY ¼ HR. %																				16.2		18.7		15.4		16.1		17.5				12.6* 21 *		11.3* 20 *									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																				12,060 13.8				22,290 25.5																		
	CBS TV																						ALABAMA IS MY HOME (R)(SD)				CBS TUESDAY MOVIE THE OTHER LOVER (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)																				8,130 9.3		8.4* 14 *		10.2* 17 *		13,460 15.4		13.6* 21 *		14.7* 23 *		16.2* 27 *		17.3* 30 *								
	SHARE OF AUDIENCE %																				16		8.1		9.5		13.1		14.1		14.5		15.8		16.5								
AVG. AUD. BY ¼ HR. %																				8.6				10.9		13.1		14.1		14.5		14.9		15.8		16.5							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																				17,390 19.9				11,970 13.7		10,310 11.8		11,450 13.1														
	NBC TV																						MATLOCK (R)		GIMME A BREAK		TORTELLIS		FAST COPY														
	AVERAGE AUDIENCE (Households (000) & %)																				13,110 15.0		14.2* 24 *		15.8* 26 *		9,700 11.1		8,830 10.1		7,600 8.7		9.0* 15 *		8.3* 14 *								
	SHARE OF AUDIENCE %																				25		24 *		15.8		11.1		10.1		8.7		9.0*		8.3*								
AVG. AUD. BY ¼ HR. %																				13.9		14.6		15.7		10.9		11.4		10.5		9.7		15.1		8.4							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				17,220 19.7		18,700 21.4		22,020 25.2				14,860 17.0														
	ABC TV																				WHO'S THE BOSS? (R)		GROWING PAINS (SD)		MOONLIGHTING (SD)				MAX HEADROOM														
	AVERAGE AUDIENCE (Households (000) & %)																				14,860 17.0		16,430 18.8		18,350 21.0		21.0* 33 *		21.1* 32 *		9,880 11.3		11.6* 19 *		11.0* 19 *								
	SHARE OF AUDIENCE %																				30		31		33		33 *		32 *		19		19 *		19 *								
AVG. AUD. BY ¼ HR. %																				16.0		18.1		18.5		19.1		20.9		21.1		21.3		20.9		12.2		10.9					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				8,740 10.0				24,040 27.5																		
	CBS TV																						WEST 57TH (SD)				CBS TUESDAY MOVIE MURDER ORDAINED, PT.2 (SD)																
	AVERAGE AUDIENCE (Households (000) & %)																				5,420 6.2		6.1* 11 *		6.2* 10 *		17,390 19.9		16.7* 26 *		19.4* 30 *		21.8* 35 *		21.7* 37 *								
	SHARE OF AUDIENCE %																				11		11 *		10 *		32		26 *		30 *		35 *		37 *								
AVG. AUD. BY ¼ HR. %																				6.5		5.7		5.5		7.0		16.0		17.5		19.0		19.8		21.7		21.8		22.2		21.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																				18,970 21.7				9,880 11.3		7,950 9.1		12,240 14.0														
	NBC TV																						MATLOCK		GIMME A BREAK		TORTELLIS		HILL STREET BLUES														
	AVERAGE AUDIENCE (Households (000) & %)																				15,730 18.0		17.2* 30 *		18.8* 31 *		8,570 9.8		6,900 7.9		9,260 10.6		10.8* 17 *		10.5* 18 *								
	SHARE OF AUDIENCE %																				31		30 *		31 *		15		12		18		17 *		18 *								
AVG. AUD. BY ¼ HR. %																				16.5		17.9		19.0		18.5		9.8		9.8		8.0		7.7		10.5		11.0		10.7		10.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.9	54.7	54.9	56.1	57.3	58.8	60.0	62.2	63.9	64.5	64.7	64.4	61.5	60.8	58.8	55.7																									
		WK. 2	50.9	52.2	52.3	53.9	55.8	57.9	59.4	61.7	63.3	64.5	64.8	65.3	62.7	61.7	60.3	57.3																									

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. MAY 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,810 15.8		15,560 17.8		18,350 21.0				12,590 14.4			
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)				DYNASTY (SD)				MARIAH	
	AVERAGE AUDIENCE (Households (000) & %)					11,620 13.3		13,370 15.3		14,680 16.8				9,530 10.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.9		26 13.7		27 15.8		26 * 16.1		28 * 17.9	19 11.3	18 * 10.5	20 * 10.9*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,680 16.8				15,730 18.0				15,560 17.8			
	CBS TV							MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (R)(SD)				HOUSTON KNIGHTS	
	AVERAGE AUDIENCE (Households (000) & %)					10,400 11.9				11,540 13.2				12,500 14.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.1		20 * 11.4		21 * 12.5		20 * 12.7		25 14.6	24 * 14.5	25 * 14.2	25 * 13.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,070 16.1				15,470 17.7		13,280 15.2		14,950 17.1			
	NBC TV							HIGHWAY TO HEAVEN (R)		NIGHT COURT		EASY STREET				BRONX ZOO	
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8				13,020 14.9		11,970 13.7		11,620 13.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.4		21 * 11.6		24 14.4		22 13.9		23 13.3	22 * 13.3	24 * 13.3	24 * 13.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3		15,820 18.1		19,670 22.5				12,590 14.4			
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)				DYNASTY (SD)				MARIAH	
	AVERAGE AUDIENCE (Households (000) & %)					11,710 13.4		13,720 15.7		15,380 17.6				8,910 10.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.6		27 14.1		29 15.3		28 * 16.1		30 * 17.8	19 11.4	19 * 10.5	18 * 9.5
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,550 15.5				14,600 16.7				16,870 19.3			
	CBS TV							MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8				10,840 12.4				12,760 14.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.4		21 * 11.7		20 12.4		19 * 11.6		27 13.8	26 * 15.0	27 * 14.7	27 * 13.9
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					16,170 18.5				15,300 17.5		12,410 14.2		13,460 15.4			
	NBC TV							HIGHWAY TO HEAVEN		NIGHT COURT		EASY STREET (R)				BRONX ZOO	
	AVERAGE AUDIENCE (Households (000) & %)					12,410 14.2				13,280 15.2		10,750 12.3		9,700 11.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.1		25 * 14.1		25 14.7		20 15.3		20 12.1	20 * 11.2	21 * 10.9	21 * 11.0

TV HOUSEHOLDS USING TV	WK. 1	49.2	51.7	52.0	52.7	54.4	56.0	57.9	59.9	61.6	62.8	63.2	63.0	60.4	59.3	57.0	54.6
(See Def. 1)	WK. 2	48.5	50.5	51.3	52.9	53.8	55.6	58.6	59.8	59.9	60.8	61.4	61.2	57.6	56.3	54.1	52.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. MAY 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.30, 1987

AUDIENCE ESTIMATES																		EVE. THU.		APR. 30, 1987	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					7,870 9.0				9,610 11.0				17,040 19.5							
	ABC TV							OUR WORLD				JACK & MIKE (R)(SD)				20/20					
	AVERAGE AUDIENCE (Households (000) & %)					5,160 5.9				6,290 7.2				12,590 14.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					10 6.0	5.8* 10 *		5.9* 10 *	12 6.1	6.3* 10 *		8.1* 13 *	24 13.3	13.9* 23 *		14.9* 26 *				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,090 10.4				14,860 17.0				16,430 18.8							
	CBS TV							WIZARD (R)(SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING					
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0				10,750 12.3				13,980 16.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 6.6	6.5* 11 *		7.6* 12 *	20 10.6	11.1* 18 *		13.6* 22 *	27 15.6	15.7* 26 *		16.3* 28 *				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					30,850 35.3		30,150 34.5		25,520 29.2		19,230 22.0		16,520 18.9							
	NBC TV							BILL COSBY SHOW		FAMILY TIES		CHEERS		NOTHING IN COMMON		L.A. LAW (R)					
	AVERAGE AUDIENCE (Households (000) & %)					27,620 31.6		26,920 30.8		22,720 26.0		16,780 19.2		12,240 14.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					53 30.0		50 30.7		42 26.1	25.9 20.2	18.2		24 15.1	14.8* 24 *		13.3* 23 *				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					7,430 8.5				8,480 9.7				16,170 18.5							
	ABC TV							OUR WORLD				JACK & MIKE (R)(SD)				20/20					
	AVERAGE AUDIENCE (Households (000) & %)					4,630 5.3				5,420 6.2				12,150 13.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					9 5.4	5.0* 9 *		5.5* 9 *	10 4.9	5.1* 8 *		7.3* 12 *	23 13.1	14.1* 23 *		13.7* 23 *				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					10,750 12.3				14,420 16.5				17,740 20.3							
	CBS TV							SCARECROW & MRS. KING (SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING					
	AVERAGE AUDIENCE (Households (000) & %)					7,950 9.1				9,790 11.2				14,250 16.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 8.2	8.4* 8.6		9.7* 9.8	18 9.5	9.8* 10.1		12.6* 13.2	27 16.0	16.2* 16.4		16.4* 16.3				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					26,130 29.9		27,270 31.2		27,620 31.6		19,750 22.6		16,340 18.7							
	NBC TV							BILL COSBY SHOW		FAMILY TIES		CHEERS		NOTHING IN COMMON		L.A. LAW (R)					
	AVERAGE AUDIENCE (Households (000) & %)					23,070 26.4		24,300 27.8		24,820 28.4		17,310 19.8		12,240 14.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					47 25.1		46 27.7		45 28.4		32 28.5		23 15.1	14.5* 14.0		13.5* 13.5				
TV HOUSEHOLDS USING TV		WK. 1	49.6	51.1	52.4	55.0	58.3	60.7	61.2	62.5	61.4	62.6	62.5	62.3	61.3	60.7	59.1	56.4			
(See Def. 1)		WK. 2	48.7	49.0	49.1	50.9	55.0	57.4	59.3	61.4	62.4	63.5	61.6	61.9	62.0	62.1	60.7	57.9			

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. MAY 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 1, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,010 12.6		11,620 13.3		14,250 16.3							
	ABC TV					WEBSTER		MR. BELVEDERE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)					9,350 10.7		10,310 11.8		7,170 8.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 10.1		22 11.3		14 7.6		7.4* 13 *		8.0* 14 *		8.9* 16 *	8.7* 16 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,430 18.8				19,930 22.8				17,830 20.4			
	CBS TV							RINGLING BROTHERS CIRCUS (SUS-SD)									
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1				16,430 18.8				15,120 17.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 11.9		25* 13.5		32 17.6		18.2* 31 *		19.4* 33 *		17.1* 30 *	17.4* 31 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,830 10.1		8,390 9.6		16,170 18.5				14,160 16.2			
	NBC TV					ROOMIES		AMAZING STORIES (R)									
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8		7,170 8.2		11,540 13.2				11,190 12.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.8		15 8.7		22 12.3		12.8* 22 *		13.6* 23 *		13.0* 23 *	12.6* 23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,220 9.4		10,580 12.1		11,100 12.7							
	ABC TV					WEBSTER		MR. BELVEDERE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3		9,350 10.7		5,770 6.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.1		21 10.4		11 7.2		6.9* 12 *		6.5* 11 *		6.5* 11 *	6.6* 12 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,530 10.9		11,620 13.3		19,750 22.6				17,740 20.3			
	CBS TV					GARFIELD GOES HOLLYWOOD		BUGS BUNNY MOTHER'S DAY (R)(SUS-SD)									
	AVERAGE AUDIENCE (Households (000) & %)					8,220 9.4		9,790 11.2		15,990 18.3				14,420 16.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.4		22 10.3		32 16.6		17.5* 31 *		19.2* 32 *		16.7* 29 *	16.3* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,910 10.2		7,870 9.0		13,630 15.6				15,380 17.6			
	NBC TV					ROOMIES		AMAZING STORIES (R)									
	AVERAGE AUDIENCE (Households (000) & %)					7,520 8.6		6,120 7.0		10,230 11.7				11,620 13.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 8.6		14 8.5		20 10.2		10.9* 19 *		12.6* 21 *		12.9* 22 *	13.6* 24 *
TV HOUSEHOLDS USING TV WK. 1		46.4	47.6	47.7	49.2	50.0	51.8	53.7	55.4	57.6	59.0	59.0	59.2	57.4	57.3	56.0	54.7
(See Def. 1) WK. 2		42.3	43.5	45.1	46.6	47.8	48.3	50.0	52.3	55.4	57.5	58.7	59.4	57.9	57.7	57.2	55.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. MAY 8, 1987

EVE.SAT. MAY 2, 1987

		WEEK OF 10-15-78															
		MON				TUE				WED				THUR			
		10-16-78				10-17-78				10-18-78				10-19-78			
		10-20-78				10-21-78				10-22-78				10-23-78			
		10-24-78				10-25-78				10-26-78				10-27-78			
		10-28-78				10-29-78				10-30-78				10-31-78			
		11-1-78				11-2-78				11-3-78				11-4-78			
		11-5-78				11-6-78				11-7-78				11-8-78			
		11-9-78				11-10-78				11-11-78				11-12-78			
		11-13-78				11-14-78				11-15-78				11-16-78			
		11-17-78				11-18-78				11-19-78				11-20-78			
		11-21-78				11-22-78				11-23-78				11-24-78			
		11-25-78				11-26-78				11-27-78				11-28-78			
		11-29-78				11-30-78				12-1-78				12-2-78			
		12-3-78				12-4-78				12-5-78				12-6-78			
		12-7-78				12-8-78				12-9-78				12-10-78			
		12-11-78				12-12-78				12-13-78				12-14-78			
		12-15-78				12-16-78				12-17-78				12-18-78			
		12-19-78				12-20-78				12-21-78				12-22-78			
		12-23-78				12-24-78				12-25-78				12-26-78			
		12-27-78				12-28-78				12-29-78				12-30-78			
		12-31-78				1-1-79				1-2-79				1-3-79			
		1-4-79				1-5-79				1-6-79				1-7-79			
		1-8-79				1-9-79				1-10-79				1-11-79			
		1-12-79				1-13-79				1-14-79				1-15-79			
		1-16-79				1-17-79				1-18-79				1-19-79			
		1-20-79				1-21-79				1-22-79				1-23-79			
		1-24-79				1-25-79				1-26-79				1-27-79			
		1-28-79				1-29-79				1-30-79				1-31-79			
		2-1-79				2-2-79				2-3-79				2-4-79			
		2-5-79				2-6-79				2-7-79				2-8-79			
		2-9-79				2-10-79				2-11-79				2-12-79			
		2-13-79				2-14-79				2-15-79				2-16-79			
		2-17-79				2-18-79				2-19-79				2-20-79			
		2-21-79				2-22-79				2-23-79				2-24-79			
		2-25-79				2-26-79				2-27-79				2-28-79			
		2-29-79				2-30-79				3-1-79				3-2-79			
		3-3-79				3-4-79				3-5-79				3-6-79			
		3-7-79				3-8-79				3-9-79				3-10-79			
		3-11-79				3-12-79				3-13-79				3-14-79			
		3-15-79				3-16-79				3-17-79				3-18-79			
		3-19-79				3-20-79				3-21-79				3-22-79			
		3-23-79				3-24-79				3-25-79				3-26-79			
		3-27-79				3-28-79				3-29-79				3-30-79			
		3-31-79				4-1-79				4-2-79				4-3-79			
		4-4-79				4-5-79				4-6-79				4-7-79			
		4-8-79				4-9-79				4-10-79				4-11-79			
		4-12-79				4-13-79				4-14-79				4-15-79			
		4-16-79				4-17-79				4-18-79				4-19-79			
		4-20-79				4-21-79				4-22-79				4-23-79			
		4-24-79				4-25-79				4-26-79				4-27-79			
		4-28-79				4-29-79				4-30-79				4-30-79			
		5-1															

U.S. TV Households: 87.400.000

For explanation of symbols, See page A.

EVE.SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 2, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		2,360													
	ABC TV	{		2.7													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,450													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		2.8													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		11,360													
	NBC TV	{		13.0													
	AVERAGE AUDIENCE (Households (000) & %)	{		7,250													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		8.3	9.3*		8.2*		7.1*								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,920													
	ABC TV	{		2.2													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,920													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		2.2													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		11,450													
	NBC TV	{		13.1													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,770													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		6.6	7.6*		6.3*		5.5*								
TV HOUSEHOLDS USING TV WK. 1		48.7	45.2	39.5	36.7	34.3	31.9	28.1	26.3	22.7	20.5	17.7	16.0	14.7	13.6	12.0	10.7
(See Def. 1) WK. 2		48.3	43.9	39.2	36.4	32.8	30.8	27.4	23.7	20.5	18.7	17.0	15.4	13.3	11.9	10.5	9.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 3, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	26,740 30.6												19,320 22.1			
	ABC TV		DISNEY SUNDAY MOVIE MARY POPPINS (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{	13,900 15.9	12.5*		14.6*		17.1*		17.3*		17.2*		16.5*	14,330 16.4	16.5*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 11.6	23 *		25 *		27 *		26 *		25 *		24 *	26	25 *		26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,930 22.8				17,480 20.0				24,560 28.1			16.3	16.3	16.8	16.7	15.9
	CBS TV		60 MINUTES															
	AVERAGE AUDIENCE (Households (000) & %)	{	14,680 16.8	16.2*		17.3*	13,280 15.2	14.5*		15.9*	16,870 19.3	18.5*		19.6*		19.6*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 15.9	29 *		29 *	24	23 *		24 *	29	27 *		29 *		30 *		32 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,060 13.8				24,910 28.5							19.5	19.6	19.7	20.2	19.0
	NBC TV		OUR HOUSE															
	AVERAGE AUDIENCE (Households (000) & %)	{	8,830 10.1	9.4*		10.9*	15,120 17.3	14.3*		16.4*		18.0*		18.9*		18.6*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 9.1	17 *		18 *	27	23 *		25 *		27 *		28 *		29 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,060 13.8								17,130 19.6							
	ABC TV		DISNEY SUNDAY MOVIE THE NORTH AVENUE IRREGULARS (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{	6,120 7.0	5.9*		7.0*		7.2*		8.0*	11,100 12.7	11.7*		12.9*		13.3*		13.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 5.7	13 *		14 *		14 *		14 *	21	20 *		21 *		22 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,580 22.4				22,370 25.6				24,820 28.4							
	CBS TV		60 MINUTES															
	AVERAGE AUDIENCE (Households (000) & %)	{	13,720 15.7	14.4*		17.1*	17,830 20.4	19.3*		21.6*	16,080 18.4	18.3*		18.2*		18.7*		18.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	34 13.7	33 *		35 *	37	37 *		38 *	31	31 *		29 *		31 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,000 20.6								20,890 23.9							
	NBC TV		RAGS TO RICHES (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{	8,910 10.2	8.2*		8.8*		11.3*		12.5*	13,280 15.2	14.3*		15.4*		15.7*		15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 8.1	19 *		18 *		21 *		22 *	25	24 *		25 *		26 *		26 *
TV HOUSEHOLDS USING TV		WK. 1	54.4	56.4	58.2	60.2	61.3	63.5	65.5	67.0	67.4	68.1	68.2	67.3	65.0	64.7	63.9	60.4
(See Def. 1)		WK. 2	43.2	45.2	47.5	49.6	51.6	53.7	56.2	57.7	58.0	60.1	61.4	62.4	60.9	60.5	59.6	57.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 3, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			1,840 2.1													
	ABC TV				ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,920 2.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 2.2													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,630 5.3															
	CBS TV		CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,540 5.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.2															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{			2,190 2.5													
	NBC TV				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{			2,190 2.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			9 2.5													
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{			1,920 2.2													
	ABC TV				ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,840 2.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			6 2.1													
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	3,670 4.2															
	CBS TV		CBS SUNDAY NEWS-OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,410 3.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 3.9															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{			1,220 1.4													
	NBC TV				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,140 1.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			4 1.3													
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.8	42.4	34.0	30.3	25.5	22.2	19.0	17.3	15.8	14.1	12.2	11.4	10.2	9.6	8.9	7.9
		WK. 2	49.0	42.1	34.5	29.7	25.1	22.3	19.3	17.5	15.3	13.5	11.7	10.6	9.8	9.2	8.3	7.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 27-MAY 1, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
TOTAL AUDIENCE (000) & %	{	4,810 5.5				4,720 5.4															
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)															
		3,760 4.3				3,670 4.2															
		21 4.3 4.2				20 4.2 4.2															
TOTAL AUDIENCE (000) & %	{	2,970 3.4	4,370 5.0								2,970 3.4				3,230 3.7						
		CBS MORNING NEWS-7:00AM	MORNING PROGRAM								\$25,000 PYRAMID				NEW CARD SHARKS						
		2,360 2.7	1,920 2.2 2.2*				2.2* 11 *				2,450 2.8				2,710 3.1						
		14 2.7	2.6	2.2	2.3	2.2	2.2	2.2	2.5	14 2.8	2.9	15 3.0	3.2								
TOTAL AUDIENCE (000) & %	{	5,770 6.6				4,890 5.6								3,230 3.7				2,270 2.6			
		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY				BLOCKBUSTERS							
		4,540 5.2				4,110 4.7				2,710 3.1				2,010 2.3							
		26 5.2 5.1				23 4.9 4.6				15 3.0 3.1				11 2.2 2.3							
TOTAL AUDIENCE (000) & %	{	4,810 5.5				4,460 5.1								(SUS-OP)							
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)															
		3,760 4.3				3,670 4.2															
		21 4.2 4.3				21 4.3 4.1															
TOTAL AUDIENCE (000) & %	{	2,710 3.1	4,460 5.1								2,880 3.3				2,970 3.4						
		CBS MORNING NEWS-7:00AM	MORNING PROGRAM (CO-OP)								\$25,000 PYRAMID (MTHF)(SUS-OP)				NEW CARD SHARKS (MTHF)(SUS-OP)						
		2,100 2.4	2,270 2.6 2.6*				2.5* 12 *				2,450 2.8				2,360 2.7						
		13 2.3	2.5	2.6	2.6	2.5	2.5	2.6	2.7	14 2.8	2.8	14 2.5	2.9								
TOTAL AUDIENCE (000) & %	{	5,510 6.3				4,720 5.4								3,060 3.5				2,100 2.4			
		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY (MTHF)(SUS-OP)				CLASSIC CONCENTRATION (MTHF)(SUS-OP)							
		4,460 5.1				3,850 4.4				2,450 2.8				1,840 2.1							
		25 5.1 5.0				22 4.5 4.3				14 2.8				11 1.9 2.2							
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	14.7	16.4	17.8	19.3	20.8	20.9	20.5	20.7	20.8	21.1	21.1	20.9	20.3	20.5	20.1	20.5				
	WK. 2	14.2	16.1	17.9	19.1	20.2	20.7	20.5	20.3	20.6	21.0	20.9	20.8	19.6	19.5	19.6	20.0				

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 27-MAY 1, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		2,100 2.4		2,010 2.3		2,450 2.8		3,500 4.0		8,040 9.2				7,950 9.1			
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING				ALL MY CHILDREN				ONE LIFE TO LIVE (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0		1,660 1.9		2,010 2.3		3,150 3.6		6,120 7.0				6,380 7.3			
	SHARE OF AUDIENCE %		10		9		10		15		26		6.6*		28 *		7.1*	7.5*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,160 5.9		6,380 7.3				8,130 9.3				5,240 6.0		6,640 7.6			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				BOLD AND THE BEAUTIFUL				AS THE WORLD TURNS	
	AVERAGE AUDIENCE (Households (000) & %)		4,460 5.1		5,420 6.2				6,210 7.1				4,630 5.3		5,420 6.2			
	SHARE OF AUDIENCE %		25		29				30 *				20		23 *		6.1*	6.2*
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		5,590 6.4		4,110 4.7		3,500 4.0		2,880 3.3		6,820 7.8				4,810 5.5			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY				DAYS OF OUR LIVES				ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		4,630 5.3		3,500 4.0		3,060 3.5		2,530 2.9		5,330 6.1				3,760 4.3			
	SHARE OF AUDIENCE %		26		19		15		12		23		5.9*		23 *		4.4*	4.2*
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		2,190 2.5		2,360 2.7		2,620 3.0		3,500 4.0		7,600 8.7				7,690 8.8			
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE (M-TH)(OP)		LOVING				ALL MY CHILDREN				ONE LIFE TO LIVE (M-TH)(SUS-OP)(SD)	
	AVERAGE AUDIENCE (Households (000) & %)		1,660 1.9		1,920 2.2		2,100 2.4		2,800 3.2		5,680 6.5				6,030 6.9			
	SHARE OF AUDIENCE %		10		10		10		13		24		6.1*		26 *		6.7*	7.1*
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		4,980 5.7		6,290 7.2				8,040 9.2				5,590 6.4		6,640 7.6			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		(SUS-OP)		YOUNG AND THE RESTLESS >(SUS-OP)(OP)				BOLD AND THE BEAUTIFUL (OP)				AS THE WORLD TURNS (M-TH)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		4,200 4.8		5,240 6.0				6,560 7.5				4,980 5.7		5,510 6.3			
	SHARE OF AUDIENCE %		24		28				30				21		24 *		6.3*	6.3*
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		5,070 5.8		4,110 4.7		3,580 4.1		3,230 3.7		7,080 8.1				5,420 6.2			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD (M-TH)(SUS-OP)		WORDPLAY >(SUS-OP)				DAYS OF OUR LIVES >(SUS-OP)				ANOTHER WORLD (M-TH)(SD)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		4,200 4.8		3,410 3.9		2,970 3.4		2,620 3.0		5,330 6.1				4,110 4.7			
	SHARE OF AUDIENCE %		24		18		14		12		23		5.9*		24 *		4.8*	4.7*
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.7	21.2	21.6	22.4	23.7	24.4	24.4	25.4	26.4	26.8	26.2	26.4	26.1	26.6	26.8	26.8
		WK. 2	20.1	20.6	21.1	22.3	24.0	25.0	25.0	25.4	26.3	26.6	26.3	26.1	25.5	25.9	26.2	26.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.27-MAY 1, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,480 9.7															
	ABC TV	← GENERAL HOSPITAL →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,470 7.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 7.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,210 7.1															
	CBS TV	← GUIDING LIGHT (SD)(SUS-SD) →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,630 5.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 5.3															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,720 5.4															
	NBC TV	← SANTA BARBARA → (S)(OP) →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 3.7															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,390 9.6															
	ABC TV	← GENERAL HOSPITAL (MTWTF)(SUS-OP) → (SUS-OP) →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,470 7.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 7.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,120 7.0															
	CBS TV	← GUIDING LIGHT (MTWTF)(SD)(SUS-SD) (SUS-OP) → (SUS-OP) →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,630 5.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 5.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.8															
	NBC TV	← SANTA BARBARA (MTWTF)(SUS-OP) → (SUS-OP) →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 4.1															
TV HOUSEHOLDS USING TV WK. 1		26.6	27.7	28.4	29.5	30.1	31.8	33.2	34.7	35.8	37.3	38.6	40.5	43.0	44.8	46.1	47.8
(See Def. 1) WK. 2		26.6	27.6	28.1	29.3	29.7	31.2	32.3	33.6	34.9	36.8	38.0	40.1	42.7	44.9	46.3	47.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 4-8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,360 2.7		3,670 4.2		4,890 5.6		4,630 5.3		4,200 4.8		3,580 4.1	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,920 2.2		2,970 3.4		3,930 4.5		4,020 4.6		3,760 4.3		2,880 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 2.0	2.4	17 3.1	3.7	20 4.3	4.7	19 4.7	4.6	17 4.4	4.3	13 3.5	3.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					2,530 2.9		2,710 3.1		5,940 6.8				5,590 6.4		4,460 5.1	
	CBS TV					BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.4		2,360 2.7		3,930 4.5	4.4*			4,810 5.5		3,930 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 2.3	2.5	14 2.6	2.9	19 4.1	19 *			21 5.2	5.7	18 4.5	4.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					3,850 4.4		4,460 5.1		4,980 5.7		5,420 6.2		6,640 7.6		6,470 7.4	
	NBC TV					KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					2,880 3.3		3,580 4.1		4,110 4.7		4,630 5.3		5,510 6.3		5,860 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.9	3.7	21 3.7	4.4	20 4.8	4.7	21 5.1	5.5	24 5.9	6.6	26 6.8	6.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					2,450 2.8		3,850 4.4		4,020 4.6		4,020 4.6		3,760 4.3		2,970 3.4	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,010 2.3		2,970 3.4		3,320 3.8		3,150 3.6		3,230 3.7		2,620 3.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 2.2	2.5	17 3.1	3.8	17 3.7	3.9	16 3.8	3.4	15 3.5	3.9	12 3.0	3.0
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					2,710 3.1		3,320 3.8		6,470 7.4				6,290 7.2		5,240 6.0	
	CBS TV					BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.7		2,800 3.2		4,370 5.0	4.8*			5,330 6.1		4,460 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 2.5	2.9	16 3.3	3.1	22 4.6	21 *			24 6.0	6.2	21 5.2	5.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					3,060 3.5		3,850 4.4		4,890 5.6		4,720 5.4		5,420 6.2		5,160 5.9	
	NBC TV					KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					2,620 3.0		3,320 3.8		3,850 4.4		3,930 4.5		4,540 5.2		4,630 5.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 2.7	3.2	19 3.6	4.0	20 4.0	4.8	19 4.4	4.5	21 5.1	5.4	22 5.3	5.2
TV HOUSEHOLDS USING TV WK. 1		10.1	11.5	13.2	15.3	16.7	18.4	19.5	20.7	22.7	24.2	24.6	25.5	26.0	26.9	26.3	26.2
(See Def. 1)		WK. 2	8.9	10.6	12.2	13.9	16.4	18.1	20.2	22.8	24.1	24.4	24.3	25.1	25.6	23.8	24.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.6		{ 3,670 4.2		{ 3,320 3.8		{ 2,190 2.5		{ 2,010 2.3							
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR KANE, PT. 1		HEALTH SHOW		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,320 3.8		{ 2,800 3.2		{ 2,710 3.1		{ 1,660 1.9		{ 1,570 1.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15		13		13		7		1.8	1.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 4.8		{ 2,880 3.3		{ 1,400 1.6		{ 2,530 2.9				{ 7,690 8.8					
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.0		{ 2,360 2.7		{ 1,050 1.2		{ 1,920 2.2				{ 3,150 3.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16		11		5		9				13	3.0*		12 *		3.9*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.1		{ 4,630 5.3		{ 4,460 5.1		{ 3,580 4.1		{ 3,580 4.1		{ 15,380 17.6					
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,460 5.1		{ 4,200 4.8		{ 3,760 4.3		{ 2,800 3.2		{ 3,150 3.6		{ 4,980 5.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20		19		18		13		14		19	4.9*		18 *		5.9*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,760 4.3		{ 2,800 3.2		{ 2,800 3.2		{ 2,010 2.3		{ 4,460 5.1						{ 5,510 6.3	
	ABC TV	BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR KANE, PT. 2		HEALTH SHOW								SHEARSON TOURN CHAMP.-SAT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,060 3.5		{ 2,010 2.3		{ 2,100 2.4		{ 1,400 1.6		{ 2,010 2.3		{ 2.2* 10 *		{ 2.4* 10 *		{ 2.4* 10 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15		10		10		7		10	2.4	2.5	2.6	2.2	1.6	2.0	1.8*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,890 5.6		{ 3,670 4.2		{ 2,100 2.4		{ 1,750 2.0				{ 5,330 6.1					
	CBS TV	GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,930 4.5		{ 3,060 3.5		{ 1,660 1.9		{ 1,400 1.6				{ 2,190 2.5		{ 2.2* 10 *		{ 2.3* 10 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19		16		8		7				2.4	2.1	2.1	2.5		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,630 5.3		{ 4,200 4.8		{ 3,060 3.5		{ 2,010 2.3				{ 4,020 4.6		{ 12,590 14.4			
	NBC TV	FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,850 4.4		{ 3,500 4.0		{ 2,530 2.9		{ 1,660 1.9				{ 3,580 4.1		{ 5,330 6.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18		18		13		8				4.1	4.4	5.2	5.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.1	25.8	25.5	25.5	24.1	24.6	25.7	25.9	26.0	26.7	27.8	28.3	27.3	28.0	28.7
		WK. 2	23.6	23.7	22.7	23.0	23.3	23.6	23.3	23.7	22.9	23.1	23.8	23.8	23.8	23.7	24.3

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1987

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:16PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

(3) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA VS BOSTON & NY METS VS ATLANTA, NBC, (2:17-5:28PM)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,250 8.3					16,520 18.9									7,430 8.5	
	ABC TV		ABC WIDE WLD-SPORTS SPEC.						KENTUCKY DERBY (4:30-6:03PM)						ABC WRLD NEWS TONIGHT-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,970 3.4	2.7*		3.1*		4.4*		9,180 10.5	7.1*		11.0*		13.3*		5,940 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	11 2.7	9 *		10 *		13 *		30 6.3	21 *		31 *		36 *		16 7.3	6.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			10,140 11.6												5,420 6.2	
	CBS TV		(1)		NBA PLAYOFF GAME SAT SEATTLE VS HOUSTON (3:30-6:32PM)(+OP)												CBS SAT. NEWS- SCHIEFFER (6:32-7:00PM)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{		4.1*	3,320 3.8	3.5*		3.5*		3.3*		3.2*		3.8*		5.5*	4,110 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		14 *	11	11 *		11 *		10 *		9 *		10 *		14 *	11 4.7	4.8
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{															7,340 8.4	
	NBC TV		NBC MAJOR LEAGUE BASEBALL MONTREAL VS NY METS SAN DIEGO VS CHICAGO CUBS (1:16-5:31PM)														NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{		6.1*		6.0*		6.0*		6.3*		5.8*					6,210 7.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		21 *		19 *		18 *		19 *		16 *					17 6.8	7.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{								5,510 6.3							5,680 6.5	
	ABC TV		SHEARSON TOURN CHAMP.-SAT						ABC WIDE WORLD-SPORTS SAT						ABC WRLD NEWS TONIGHT-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{		2.1*		1.8*		2.0*		2.6*		3,060 3.5	2.9*		4.0*		4,810 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		8 *		7 *		7 *		9 *		11	9 *		12 *		14 5.3	5.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			9,880 11.3												6,380 7.3	
	CBS TV		BYRON NELSON GOLF-SAT		NBA PLAYOFF GAME SAT LA VS GOLDEN STATE HOUSTON VS SEATTLE (3:30-6:13PM)												CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{		2.9*	4,020 4.6	3.2*		4.2*		4.1*		5.0*		6.2*	5.9*		4,980 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		12 *	16	13 *		16 *		14 *		16 *		20 *	18 *		15 5.6	5.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{															8,130 9.3	
	NBC TV		NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS BOSTON NY METS VS ATLANTA (2:17-5:28PM)														NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{		5.8*		6.5*		6.4*		6.9*		6.4*					6,560 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		24 *		25 *		24 *		24 *		21 *					20 7.1	7.9
TV HOUSEHOLDS USING TV		WK. 1	29.5	30.6	30.5	31.5	32.5	33.2	33.9	34.5	35.6	37.7	38.8	38.6	39.4	40.5	41.4	41.8
(See Def. 1)		WK. 2	25.0	25.7	25.7	26.0	26.3	27.6	28.4	29.1	31.0	32.9	33.4	33.6	35.1	36.5	38.1	39.2

For explanation of symbols, See page A.

U.S. TV Households: 87,400,000

(1) CBS SPORTS SPECIAL SAT, NCAA MEN'S & WOMEN'S GYMNASTIC CHAMPIONSHIPS, CBS, (1:30-3:30PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1987

DAY SUN. MAY 3, 1987

		TIME															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	6,560 7.5															
	CBS TV	SUNDAY MORNING															
	AVERAGE AUDIENCE (Households (000) & %)	4,020 4.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	19 3.5															
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,760 4.3															
	NBC TV	FACE THE NATION															
	AVERAGE AUDIENCE (Households (000) & %)	2,800 3.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	12 3.1															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	6,030 6.9															
	ABC TV	SUNDAY MORNING															
	AVERAGE AUDIENCE (Households (000) & %)	3,320 3.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	18 2.9															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,360 2.7															
	CBS TV	FACE THE NATION															
	AVERAGE AUDIENCE (Households (000) & %)	1,750 2.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	8 2.1															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	26.3 24.9															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV WK. 1		7.8	8.7	10.0	11.2	12.8	15.6	17.9	19.9	21.3	23.2	24.1	25.4	25.7	25.8	25.8	26.3
(See Def. 1) WK. 2		7.7	8.3	10.1	11.7	13.0	14.2	15.3	17.6	19.5	21.0	22.3	23.3	24.1	24.1	24.4	24.9
For explanation of symbols, See page A.																	

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,160 5.9				2,100 2.4									
	ABC TV			← THIS WEEK-DAVID BRINKLEY →					BUSINESS WORLD								
	AVERAGE AUDIENCE (Households (000) & %)			3,150 3.6	3.4*			1,660 1.9									
	SHARE OF AUDIENCE %			12	12 *			7									
	AVG. AUD. BY ¼ HR.			3.3	3.5	3.7	3.8	1.8	2.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									12,850 14.7							
	CBS TV			FOR OUR TIMES (SUS)						NBA PLAYOFF GAME-1 PHILADELPHIA VS MILWAUKEE (1:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)									6,210 7.1	5.6*		7.5*		7.2*		7.2*
	SHARE OF AUDIENCE %									21	18 *		23 *		21 *		21 *
	AVG. AUD. BY ¼ HR.									5.1	6.2	7.1	8.0	7.5	7.0	7.3	7.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							3,500 4.0									
	NBC TV							MEET THE PRESS									
	AVERAGE AUDIENCE (Households (000) & %)							2,450 2.8									
	SHARE OF AUDIENCE %							9									
	AVG. AUD. BY ¼ HR.							2.7	2.9								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,720 5.4				1,840 2.1									
	ABC TV			← THIS WEEK-DAVID BRINKLEY →					BUSINESS WORLD								
	AVERAGE AUDIENCE (Households (000) & %)			3,150 3.6	3.6*			1,570 1.8									
	SHARE OF AUDIENCE %			14	14 *			7									
	AVG. AUD. BY ¼ HR.			3.5	3.6	3.8	3.7	1.8	1.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									14,950 17.1							
	CBS TV									NBA PLAYOFF GAME-1 ATLANTA VS DETROIT BOSTON VS MILWAUKEE (1:00-4:17PM)							
	AVERAGE AUDIENCE (Households (000) & %)									6,290 7.2	4.7*		6.2*		6.6*		7.1*
	SHARE OF AUDIENCE %									24	18 *		22 *		23 *		24 *
	AVG. AUD. BY ¼ HR.									4.1	5.3	6.1	6.3	6.7	6.5	7.2	6.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							2,970 3.4									
	NBC TV							MEET THE PRESS									
	AVERAGE AUDIENCE (Households (000) & %)							2,450 2.8									
	SHARE OF AUDIENCE %							11									
	AVG. AUD. BY ¼ HR.							2.6	2.9								
TV HOUSEHOLDS USING TV WK. 1		27.3	28.1	28.7	29.7	29.5	29.6	29.9	30.3	30.8	31.5	32.8	34.3	34.4	34.7	34.3	35.4
(See Def. 1) WK. 2		24.9	25.4	26.2	26.2	26.7	26.6	26.2	27.2	26.8	27.5	28.1	29.2	29.6	29.7	30.3	30.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			6,120 7.0						5,680 6.5						8,740 10.0	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,970 3.4	3.4*		3.5*		3.3*	4.0	3.5*		4.4*			7,430 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			9 3.3	9*		9*		8*	3.5	8*		10*			17 8.2	8.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			13,550 15.5												6,730 7.7	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			5,860 6.7	6.2*		6.0*		6.1*		6.9*		7.9*			4,630 5.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			17 6.5	17*		16*		16*		17*		19*			11 4.0	6.7
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					9,610 11.0										8,480 9.7	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					4,370 5.0	3.7*		4.6*		5.3*		5.8*		6.0*	6,730 7.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					12 3.3	10*		12*		13*		14*		13*	16 7.3	8.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{			4,980 5.7												3,850 4.4	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			1,310 1.5	1.6*		1.3*		1.3*		1.3*		1.7*		1.8*	2,970 3.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			5 1.7	5*		4*		5*		4*		5*		5*	9 3.7	3.2
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					10,140 11.6										4,020 4.6	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					4,890 5.6			5.0*		5.1*		5.9*		6.6*	3,320 3.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					16 4.9			15*		15*		17*		18*	9 3.8	3.9
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{			3,580 4.1		10,580 12.1										7,170 8.2	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,190 2.5	2.6*		2.5*		5.7*		6.5*		6.2*			6,120 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			8 2.6	8*		8*		18*		19*		18*			18 6.9	7.1
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	35.4	36.5	37.2	37.5	38.2	39.4	40.7	42.0	42.6	43.2	43.9	45.2	48.4	48.8
(See Def. 1)					30.6	31.8	31.7	31.4	32.4	32.1	32.6	32.9	34.2	34.7	35.6	37.7	38.7	38.9
																	49.1	51.2
																	39.6	41.0

U.S. TV Households: 87,400,000
 (1) NBA PLAYOFF GAME 1, PHILADELPHIA VS MILWAUKEE, CBS, (1:00-3:30PM)

For explanation of symbols, See page A.

DAY SUN. MAY 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	9,610	11.0	9,610	11.0	18	11.0								
ABC ABC NEWSBRIEF-MON	1	9.53- 9.54PM	9.45	7,780	8.9	7,780	8.9	14	8.9								
	2	9.49- 9.50PM	9.45								6,900	7.9	6,900	7.9	12	7.9	
CBS WE THE PEOPLE SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,750	12.3	10,750	12.3	19	12.3		11,010	12.6	11,010	12.6	19	12.6	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,670	14.5	12,670	14.5	24	14.5		11,190	12.8	11,190	12.8	21	12.8	
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	10,400	11.9	10,400	11.9	19	11.9								
	2	9.57- 9.59PM	9.45								10,660	12.2	10,310	11.8	19	11.8	
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,380	7.3	6,380	7.3	12	7.3		6,560	7.5	6,560	7.5	12	7.5	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	7,950	9.1	7,950	9.1	17	9.1								
	2	8.41- 8.43PM	8.30								7,780	8.9	7,690	8.8	18	8.8	
ABC ABC NEWSBRIEF-FRI		9.57- 9.58PM	9.45	5,510	6.3	5,510	6.3	11	6.3		5,160	5.9	5,160	5.9	10	5.9	
CBS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45														
	2	8.59- 9.00PM	8.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	7,080	8.1	7,080	8.1	16	8.1		6,470	7.4	6,470	7.4	15	7.4	
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	7,950	9.1	7,950	9.1	17	9.1		7,780	8.9	7,780	8.9	17	8.9	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,120	7.0	6,120	7.0	14	7.0		5,510	6.3	5,510	6.3	13	6.3	
CBS NEWSBREAK-SAT.	1	10.00-10.01PM	10.00	5,420	6.2	5,420	6.2	12	6.2								
	2	10.02-10.03PM	10.00								5,330	6.1	5,330	6.1	12	6.1	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	8.51- 8.53PM	8.45	12,760	14.6	12,670	14.5	22	14.5								
ABC ABC SPORTS UPDATE-SUN	2	8.57- 8.59PM	8.45								8,300	9.5	7,690	8.8	15	8.8	
ABC ABC NEWSBRIEF-SUN.	2	9.52- 9.54PM	9.45								10,310	11.8	10,140	11.6	19	11.6	
ABC ABC SPORTS UPDATE-SUN	1	9.58- 9.59PM	9.45	11,450	13.1	11,450	13.1	19	13.1								
CBS SPORTSBREAK-SUN	1	8.26- 8.27PM	8.15	11,450	13.1	11,450	13.1	21	13.1		14,770	16.9	14,770	16.9	30	16.9	
	2	8.30- 8.31PM	8.30								10,930	12.5	10,930	12.5	20	12.5	
CBS NEWSBREAK-SUN.		9.57- 9.58PM	9.45	11,450	13.1	11,450	13.1	19	13.1								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30	7,250	8.3	5,860	6.7	19	7.2	M-F	6,900	7.9	5,510	6.3	18	6.8	
			11.45				6.7*	19*	6.3	M-F				6.4*	18*	6.0	
			12.00				4.7*	17*	5.5	TU & W				5.5*	19*	5.6	
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	8,910	10.2	8,910	10.2	16	10.2	TU&TH	9,610	11.0	9,610	11.0	18	11.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-M-F		>	9.45	8,480	9.7	8,480	9.7	16	9.7	M-F		9,440	10.8	9,440	10.8	17	10.8	M-F	
CBS CBS LATE NIGHT I		>	11.30	5,860	6.7	4,200	4.8	18	5.1	M-TH		5,420	6.2	3,760	4.3	17	5.0	M-TH	
			11.45				5.0*	16*	4.8	M-TH					4.8*	15*	4.6	M-TH	
			12.00						4.8	M-TH							4.4	M-TH	
			12.15				4.7*	20*	4.6	M-TH					4.3*	18*	4.2	M-TH	
			12.30				4.3*	22*	4.5	M-TH							4.0	M-TH	
			12.45												3.8*	19*	3.7	M-TH	
			1.00												3.7*	23*	3.7	TUE.	
CBS CBS NEWS-SPECIAL(S)	2	11.30-12.00MD	11.30									5,160	5.9	4,200	4.8	13	5.4	TUE.	
			11.45														4.2	TUE.	
CBS KEEP ON CRUISIN		11.30-12.30AM	11.30	3,850	4.4	2,270	2.6	8	3.4	FRI.		3,410	3.9	2,010	2.3	7	2.6	FRI.	
			11.45				2.9*	8*	2.4	FRI.					2.5*	7*	2.4	FRI.	
			12.00						2.5	FRI.							2.2	FRI.	
			12.15					2.3*	2.2	FRI.					2.2*	8*	2.2	FRI.	
CBS CBS LATE NIGHT II		>	12.30	3,500	4.0	2,620	3.0	17	3.5	M-F		3,060	3.5	2,270	2.6	15	2.9	M-F	
			12.45				3.1*	16*	3.0	M-F					2.7*	14*	2.6	M-THF	
			1.00						2.8	M-F							2.6	M-F	
			1.15					2.8*	2.8	M-F					2.6*	17*	2.4	M-F	
			1.30														2.4	TUE.	
			1.45												2.3*	18*	2.0	TUE.	
VARIOUS TIMES (SUS)																			
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	960	1.1	870	1.0	10	1.1	M-THSU		1,050	1.2	870	1.0	10	1.1	M-THSU	
			2.15						1.0	M-THSU							1.0	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,490	1.7	1,310	1.5	17	1.6	M-THSU		1,400	1.6	1,310	1.5	17	1.5	M-THSU	
			2.45						1.5	M-THSU							1.5	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,190	2.5	1,140	1.3	22	1.5	M-THSU		1,920	2.2	1,140	1.3	22	1.6	M-THSU	
			3.15				1.5*	21*	1.4	M-THSU					1.5*	21*	1.5	M-THSU	
			3.30						1.4	M-THSU							1.5	M-THSU	
			3.45					1.4*	1.4	M-THSU					1.4*	22*	1.4	M-THSU	
			4.00						1.3	M-THSU							1.3	M-THSU	
			4.15					1.4*	1.3	M-THSU					1.3*	23*	1.3	M-THSU	
			4.30						1.3	M-THSU							1.2	M-THSU	
			4.45					1.3*	1.3	M-THSU					1.2*	23*	1.2	M-THSU	
			5.00						1.2	M-THSU							1.1	M-THSU	
			5.15					1.2*	1.2	M-THSU					1.1*	22*	1.1	M-THSU	
			5.30						1.2	M-THSU							1.1	M-THSU	
			5.45					1.2*	1.2	M-THSU					1.1*	21*	1.0	M-THSU	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,830	10.1	5,240	6.0	19	7.2	M-F		9,180	10.5	5,510	6.3	20	7.2	M-F	
			11.45				6.7*	19*	6.1	M-F					6.9*	19*	6.7	M-F	
			12.00						5.8	M-F							6.1	M-F	
			12.15					5.4*	4.9	M-F					5.7*	21*	5.2	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,930	4.5	3,230	3.7	18	3.8	M-TH		3,850	4.4	3,150	3.6	17	3.8	M-TH	
			12.45						3.6	M-TH							3.4	M-TH	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,240	6.0	2,710	3.1	15	4.2	FRI.		5,510	6.3	2,970	3.4	17	4.5	FRI.	
			12.45				3.9*	15*	3.7	FRI.					4.2*	17*	3.8	FRI.	
			1.00						3.1	FRI.							3.4	FRI.	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
NBC FRIDAY NIGHT VIDEOS-CONT'D				1.15 1.30 1.45			3.0*	14*	2.8 2.7 2.2	FRI. FRI. FRI.				3.3*	16*	3.1 2.9 2.4	FRI. FRI. FRI.
NBC DAVID LETTERMAN II				1.00 1.15	2,970 3.4	2,530 2.9 18			3.2 2.6	M-TH M-TH	3,150 3.6	2,530 2.9 18				3.1 2.7	M-TH M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A				6.15- 6.30AM 6.15	1,310 1.5	1,220 1.4 14	1.4	M-F	1,140 1.3	1,140 1.3 14	1.3	M-F					
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM 6.45	2,620 3.0	2,450 2.8 18	2.8	M-F	2,530 2.9	2,450 2.8 18	2.8	M-F					
ABC ABC SPECIAL REPORT-10A(SUS)				2 10.00-10.19AM 10.00													TUE.
ABC RYAN'S HOPE-TUE(B)				2 12.00-12.30PM 12.00 12.15							1,840 2.1	1,570 1.8 7	1.7 1.9	TUE. TUE.			
ABC IRAN CONTRA HEARINGS(SUS)				2 2.00- 5.01PM 2.00													TUE.
ABC ABC DAYTIME NEWSBRIEF-M-F				1 2.58- 2.59PM 2.45 2 > 2.45	5,860 6.7	5,860 6.7 25	6.7	M-F	5,940 6.8	5,680 6.5 25	6.6	MWTHF					
CBS CBS MORNING NEWS- 6:30AM				6.30- 7.00AM 6.30 6.45	1,840 2.1	1,400 1.6 15	1.4 1.7	M-F M-F	1,660 1.9	1,310 1.5 14	1.4 1.6	M-F M-F					
CBS MORNING PROGRAM(B)				2 7.30- 8.00AM 7.30 7.45					2,190 2.5	1,840 2.1 10	2.0 2.2	TUE. TUE.					
CBS IRAN CONTRA HEARINGS 1(SUS)				2 10.00-11.00AM 10.00													TUE.
CBS IRAN CONTRA HEARINGS 3(SUS)				2 10.00-10.30AM 10.00													WED.
CBS NEWSBREAK-11.57				11.57-11.59AM 11.45	4,630 5.3	4,460 5.1 23	5.1	M-F	4,630 5.3	4,460 5.1 23	5.1	M-F					
CBS GARY HART WITHDRAWS-RACE(SUS)				2 12.00-12.38PM 12.00													FRI.
CBS IRAN CONTRA HEARINGS 4(SUS)				2 12.00-12.15PM 12.00							4,280 4.9	3,670 4.2 18	4.0	WED.			
CBS YOUNG AND RESTLESS-FRI(B)				2 12.38- 1.08PM 12.30 12.45 1.00									4.2 4.3	FRI. FRI.			
CBS YOUNG AND RESTLESS-WED(B)				2 12.30-12.45PM 12.30							4,280 4.9	4,200 4.8 21	4.8	WED.			
CBS BOLD AND BEAUTIFUL-TUE(B)				2 1.30- 2.00PM 1.30 1.45							4,980 5.7	4,370 5.0 19	5.0 4.9	TUE. TUE.			
CBS IRAN CONTRA HEARINGS 2(SUS)				2 2.00- 5.00PM 2.00												TUE.	
CBS NEWSBREAK-3.44				> 3.30 3.45	3,850 4.4	3,850 4.4 16	4.6 3.8	M-F M-F	4,200 4.8	4,200 4.8 18	4.8	MWTHF					
CBS AMERICAN TREASURY				3.58- 3.59PM 3.45	4,110 4.7	4,110 4.7 17	4.7	MWF	4,020 4.6	4,020 4.6 16	4.6	MWF					
CBS AMERICAN TREASURY-SUS(SUS)				1 3.58- 3.59PM 3.45												THU.	
CBS AMERICAN TREASURY-SUS(SUS)				3.58- 3.59PM 3.45												WED.	
CBS IRAN CONTRA HEARINGS 5(SUS)				2 4.00- 4.05PM 4.00												M-F	
NBC NBC NEWS AT SUNRISE				6.00- 6.30AM 6.00 6.15	2,710 3.1	1,920 2.2 21	1.7 2.8	M-F M-F	2,800 3.2	2,010 2.3 22	1.8 2.8	M-F M-F					
NBC BEFORE HOURS				6.15- 6.30AM 6.15	610 .7	520 .6 8	.6	M-F	610 .7	520 .6 8	.6	M-F					
NBC NBC SPECIAL REPORT 1(SUS)				2 10.00-11.00AM 10.00												TUE.	
NBC NBC SPECIAL RPT 1(SUS)				2 10.00-10.30AM 10.00												WED.	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS SPECIAL RPT.(SUS)	2	12.02-12.39PM	12.00														FRI.
NBC NBC SPECIAL REPORT 2(SUS)	2	1.49- 5.00PM	1.45														TUE.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,230	3.7	3,230	3.7	14	3.7	MWF	3,500	4.0	3,500	4.0	15	4.0	MWF
NBC MAIN STREET 8(S)	1	4.00- 5.00PM	4.00	6,120	7.0	3,230	3.7	11	3.9	TUE.							
			4.15				3.7*	11*	3.6	TUE.							
			4.30						3.7	TUE.							
			4.45						3.5	TUE.							
DAY SATURDAY																	
CBS NBA PLAYOFF GAME SAT	1	3.30- 6.32PM	-GRID 6.30	10,140	11.6	3,320	3.8	11	5.3								
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,200	4.8	4,110	4.7	23	4.7		3,670	4.2	3,500	4.0	19	4.0	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,210	7.1	5,860	6.7	25	6.7		4,980	5.7	4,810	5.5	22	5.5	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,020	4.6	3,760	4.3	17	4.3		3,580	4.1	3,410	3.9	17	3.9	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.16PM	-GRID 1.15	3,580	4.1	3,150	3.6	14	3.5								
	2	2.00- 2.17PM	-GRID 2.15								4,020	4.6	3,580	4.1	18	4.5	
DAY SUNDAY																	
CBS NBA PLAYOFF GAME-1	2	1.00- 4.17PM	-GRID 4.15								14,950	17.1	6,290	7.2	24	7.1	
														9.5*	29*		
CBS NBA PLAYOFF GAME-2	1	3.30- 6.10PM	-GRID 6.00	13,550	15.5	5,860	6.7	17	7.9								
							7.9*	18*			10,140	11.6	4,890	5.6	16		
CBS BYRON NELSON GOLF-SUN(S)	2	4.17- 6.32PM	-GRID 6.30													5.9	